

Printed Pages:02

Paper Id: 271208

Sub Code:KMT206

Roll No.

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MBA (TM)

(SEM II) THEORY EXAMINATION 2018-19

TOURISM CONCEPT AND IMPACTS

Time: 3 Hours

Total Marks: 100

Note: 1. Attempt all Sections. If require any missing data; then choose suitably.

SECTION A

1. Attempt *all* questions in brief. 2 x 10 = 20
- | | Marks |
|---|-------|
| a. Write the date of Roman Empire. | 2 |
| b. Write the name of any four Hill station of North India. | 2 |
| c. In which year the concept of highway tourism was launched. | 2 |
| d. Write weather the students in boarding is a tourist or not to be tourists. | 2 |
| e. What is the full form of MTDC? | 2 |
| f. The stay of any person less than 24 hours is called... | 2 |
| g. Where does in India one can see the moon-rise and sunset at the same time. | 2 |
| h. An organization motivates employees for an outing comes under which type of tourism. | 2 |
| i. What does tour operators offer as holiday packages. | 2 |
| j. Hiking and skiing comes under which type of tourism. | 2 |

SECTION B

2. Attempt any *three* of the following:
- | | Marks |
|---|-------|
| a. Discuss about inbound and outbound tourism. | 10 |
| b. Why tourism products are different from other types of consumer products? Discuss. | 10 |
| c. Write about the history & general information of Indian Railway. | 10 |
| d. Explain MICE in developing tourism industry in India? | 10 |
| e. Explain the rail tours of Deccan Odyssey. | 10 |

SECTION C

3. Attempt any *one* part of the following:
- | | Marks |
|---|-------|
| a. What is Tourism? Explain the concepts of Tourism. | 10 |
| b. Write down the different name of General Tourism Trends and Explain any two of them. | 10 |
4. Attempt any *one* part of the following:
- | | Marks |
|--|-------|
| a. Explain the Tourism product life cycle. | 10 |
| b. What are the characteristics of Tourism products? | 10 |

5. Attempt any *one* part of the following:

- | | Marks |
|--|-------|
| a. Write about the social & historical tourism. | 10 |
| b. Write about the Adventure & Incentives tourism. | 10 |

6. Attempt any *one* part of the following:

- | | Marks |
|---|-------|
| a. Write down the history of Water transport, and role of cruise ships. | 10 |
| b. Write about the Luxury train Royal Orient. | 10 |

7. Attempt any *one* part of the following:

- | | Marks |
|---|-------|
| a. Write about the Origin, location and functions of WTO. | 10 |
| b. Write about All-India permits in detail. | 10 |