

**Printed Pages : 3**



**MBTM-024**

(Following Paper ID and Roll No. to be filled in your Answer Book)

**PAPER ID : 271414**

Roll No.

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**MBA**

(SEM. II) THEORY EXAMINATION, 2014-15  
**TOURISM CONCEPTS & IMPACTS**

Time : **3 Hours**]

[Total Marks : **100**

**Section - A**

- 1 Attempt any four: [4×5=20]
- Explain the definition of Tourism.
  - Discuss the characteristics of Tourism.
  - Define the different forms of Tourism.
  - Discuss about inbound and outbound tourism.
  - Write short notes anyone: -
    - Place on wheels
    - Deccan odessy

**Section - B**

- 2 Attempt all questions: [3×10=30]
- Write the major tourist destination of North India – minimum 3 destination details.

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**1**

**[ Contd...**

- (b) Why tourism products is different from other types of consumer products? Discuss.
- (c) Write short notes any two –
- (i) WTO
  - (ii) IATA
  - (iii) UFTAA

### Section – C

3 Explain the historical development of tourism industry. 10

OR

3 Discuss the Travel & Tourism industry development in the context of Indian Tourism? 10

4 What is Tourism Product Life Cycle? Explain with diagram. 10

OR

4 Explain the elements and characteristics of Tourism. 10

5 Explain the special interest tourism like culture or natural oriented. 10

OR

5 Define 'Senior tourism' or 'VFR' tourism. 10

- 6 Explain the present policies and practices of Indian Airlines industry. 10

OR

- 6 Give the brief details of cruise ships and hover crafts. 10
7. Define different Adventure tourism in India. 10

OR

- 7 Explain 'MICE'(meeting / Incentives conference and events in developing tourism industry in India? 10

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