

Printed Pages : 3



TM121

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

PAPER ID : 271201

Roll No.

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M.B.A

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

Time : 3 Hours]

[Total Marks : 100

Note : (1) Attempt Question as per given instruction.

1 Attempt Any Four Questions : **5×4=20**

- (a) Explain the emerging trends in tourism.
- (b) Discuss the characteristics of Tourism?
- (c) Define the different forms of Tourism.
- (d) Discuss about inbound and outbound tourism.
- (e) Write short notes anyone
 - (i) Place on wheels
 - (ii) Deccan odessy

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[Contd...

SECTION - B

- 2** Attempt any Two parts in this section: **3×10=30**
- (a) Write the major tourist destinations of North India.
- (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 scope of tourism industry in India. **10**
- 4** What is Tourism Product Life Cycle? Explain with diagram. **10**
- OR**
- 4** Explain 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**

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[Contd...

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? Explain its emerging trends in India. 10
