

15. Planning and booking a trip involves
- a) Defining the destination
  - b) Setting a budget
  - c) Researching attraction
  - d) all of the above

II. Write short notes on the following. (5x1=5)

- 1. Tourist
- 2. Geographic Segmentation of tourism business
- 3. Incredible Indian Campaign
- 4. Positive impact of economic growth
- 5. Visitor

**PART A – DESCRIPTIVE**

Answer any five (5) questions from the following. (5x5=25)

- 1. Explain the historical development of tourism.
- 2. Define tourism. What are the objectives of tourism?
- 3. What are the different types of tourism?
- 4. Explain the five A's framework of tourism.
- 5. Explain the push and pull factors of tourism.
- 6. Highlight the challenges in Tourism business.
- 7. Discuss the various steps taken by the Indian Government to promote tourism business in India.
- 8. What are some of the negative impacts of tourism industry?
- 9. Explain the role of technology in tourism industry.

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**2025**

( FYUGP )

( 3rd Semester )

COMMERCE

Paper Code : IDC/MD-3

( **Tourism Management** )

*Full Marks : 37.5*

*Pass Marks : 40%*

*Time: 2 Hours*

*The figures in the margin indicate full marks for the questions.*

**PART A – OBJECTIVE**

A. Choose the correct answer. (½ x15=7½)

- 1. The concept of Grand Tour was developed in
  - a) Africa
  - b) Asia
  - c) America
  - d) Europe
- 2. Which of the following is not considered tourism?
  - a) Business travel
  - b) Leisure travel
  - c) Pilgrimage travel
  - d) Travel for employment

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3. Modern tourism including organised travel packages and mass tourism emerged in
- a) 17th and 18th century      b) 18th and 19th century  
c) 19th and 20th century      d) 20th and 21st century
4. Restaurants, banks and communication services are part of
- a) Accessibility      b) Amenities  
c) Accommodation      d) Attraction
5. When a tourist of Indian origin travel to Japan, it is \_\_\_\_\_ tourism.
- a) Inbound      b) Outbound  
c) Domestic      d) All of the above
6. The tourism that is based on seeking to experience an area of fauna and flora is known as
- a) Eco tourism      b) Wild life tourism  
c) Agricultural tourism      d) Rural tourism
7. Which of the following is a push factor for tourism?
- a) Scenic beauty of a place  
b) Desire for relaxation and escape for routine life  
c) Historical monuments  
d) Cultural events of a destination
8. Tourism that divides the market based on age, gender, income, family size is known as
- a) Demographic segmentation  
b) Psychographic segmentation  
c) Behavioural segmentation  
d) Geographic segmentation

( Continued )

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9. Rise of budget airlines and package holidays have made travel
- a) More accessible and affordable  
b) Less accessible and affordable  
c) More accessible but less affordable  
d) Less accessible but more affordable
10. Lack of skilled staff in tourism business results to
- a) Service quality      b) Negative quality  
c) Increased operational cost      d) All of the above
11. Incredible India campaign is an international tourism marketing campaign launched by the Government of India in
- a) 2000      b) 2001  
c) 2002      d) 2004
12. PPPs stand for
- a) Public Private Policy      b) Public Private Partnership  
c) Policy Practice Platform      d) Primary Policy Platform
13. Environmental degradation from tourism includes
- a) Pollution of air, water and waste  
b) Depletion of natural resources  
c) Destruction of habitat  
d) All of the above
14. Tourism that practices to reduce waste and conserving resources is known as
- a) Sustainability      b) Planning  
c) Marketing      d) Personalization

( Turn Over )