

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 86
(For candidates admitted from the academic year 2011-2012)

SUBJECT CODE: 11HS/MC/BT24

B. A. DEGREE EXAMINATION APRIL 2012
BRANCH I – HISTORY
SECOND SEMESTER

COURSE : MAJOR - CORE
PAPER : BUSINESS TOURISM
TIME : 3 HOURS.

MAX. MARKS: 100

SECTION – A

ANSWER ALL QUESTIONS. EACH ANSWER NOT TO EXCEED 30 WORDS:
(10x3=30)

1. Who is a Tourist?
2. What do you mean by Business Tourism?
3. Explain Incentive Travel.
4. Write about Medical Tourism
5. Kochi
6. What is the importance of Tourism statistics?
7. Taj Mahal
8. Mussoorie
9. Goa
10. Jog Falls

SECTION – B

ANSWER ANY FIVE QUESTIONS. EACH ANSWER NOT TO EXCEED 300 WORDS:
(5x 8 = 40)

11. What are the Business Motivations for Travel?
12. What are the Marketing objectives in Business Tourism?
13. Write about the role of Ministry of Tourism.
14. Write about Tourism Overseas Offices.
15. Explain “Incredible India” as a marketing strategy?
16. Elucidate the Multiplier effect in Tourism.
17. In Tourism Business, analyze the tourist generating and receiving countries in the World.
18. Write in what way Tourism is a Foreign Exchange Earner.

SECTION – C

**ANSWER ALL QUESTIONS. EACH ANSWER NOT TO EXCEED 1000 WORDS:
(3 x 10 = 30)**

19. Write an essay explaining the nature and significance of Business Tourism.

OR

What is the need for measuring the Tourism phenomenon?

20. State the Economic Significance of Tourism.

OR

“In a Country, does the Economic Impact of Tourism promote Regional Development?”-Explain.

21. Write about the important Tourism destinations in North India.

OR

Describe the Tourism centers’ in the South India.
