SUBJECT CODE: 11HS/MC/BT24
B. A. DEGREE EXAMINATION APRIL 2013
BRANCH IA – HISTORY & TOURISM
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. Define `Tourist'.
2. Business tourism.
3. Incentive travel.
4. ITDC.
5. Measurement of tourism.
6. Categories of tourist statistics.
7. Balance of payments.
8. Foreign exchange.
9. Taj Mahal.
10. Saravanabelagola.

SECTION – B

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

11.   Examine the objectives of marketing of tourism as a service industry.
12.   Give an account of medical tourism, and its growing importance.
13.   State the major problems in the measurement of the economic impact in tourism.
14.   Mention the specific objectives behind tourism statistics.
15.   How does tourism leads to employment generation? Discuss.
16.   Examine the significance of the multiplier effect in tourism.
17.   Discuss about the narrative scenes found in Ajanta caves.
18.   Write a note on Mahabalipuram as a tourist destination.

SECTION – C

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

19. (a) Examine the role of tourism organizations in tourism marketing.
                          (Or)
      (b) How is the Government of India promoting tourism? Discuss.
20. (a) Narrate the methods of measurements of tourism.
                          (Or)
      (b) Point out the relevance of statistics for planning in tourism.
21. (a) Bring out the Socio-Cultural impact of Tourism.
                          (Or)
      (b) Trace the Indo- Islamic architecture attractions of Delhi and Agra.

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