SUBJECT CODE: 11HS/MC/BT24
B. A. DEGREE EXAMINATION APRIL 2014
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. What does Incentive travel mean?

2. What do you know about Tourism Health Centers?

3. Write the note on Sun temple.

4. Describe the beaches of Goa

5. What is the work of Tourism Information Office?

6. Why is Saravana Belagola famous?

7. Write a note on Foreign Exchange.

8. Write down the importance of Meenakshi Amman temple in south india.

9. Define the term Tourist

10. What does Regional development mean in terms of tourism?

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

11. Tourist prefer hill stations of North India – Explain why with destinations?

12. Why is India a preferred destination for Medical tourism – Discuss.

13. Discuss the chief generating and receiving countries in the world with respect to consumer behaviour pattern.

14. What does Multiplier Effect mean?

15. Write down the importance of Ajantha caves.

16. Briefly explain the methods of Measurement

17. What are the objectives of Marketing?

18. Explain why infrastructure development is important in the promotion of tourism?

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

19. (a) Ellaborate the importance of Tourism Statistics and its types.

(Or)

(b) Differentiate Micro and Macro Economics benefits of tourism.

20. (a) Explain briefly Business Tourism and its Motivators.

(Or)

(b) Explain the positive and negative aspects of measuring tourism?.

21. (a) Discuss the Structure and generating markets in India with regard to tourism.

(Or)

(b) Explain the role of Tourism Office in India and overseas towards the growth of tourism.

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