

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

**SUBJECT CODE: 11HS/MC/BT24**

**B. A. DEGREE EXAMINATION APRIL 2015**  
**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)**

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|---------------------|-----------------------|
| 1. Business Tourism | 6. Tourist            |
| 2. Incentive Travel | 7. Output Multiplier  |
| 3. Foreign Tourist  | 8. Smokeless Industry |
| 4. Volume Tourist   | 9. Kullu Manali       |
| 5. Registration     | 10. Shravana Belagola |

**SECTION – B**

**ANSWER ANY FIVE QUESTIONS. EACH ANSWER NOT TO EXCEED 300 WORDS:**

**(5x 8 = 40)**

11. Write a note on business motivators for travel.
12. Discuss the functions of Tourism information office.
13. Bring out the significance of Medical tourism
14. Explain briefly the General problems of measurement.
15. Evaluate the Role of WTO in the field of tourism.
16. Write a short account on Employment generation.
17. Discuss Consumer Behaviour Patterns.
18. Describe the two south Indian tourist spot.  
(a) Tanjore (b) Madurai

**SECTION – C**

**ANSWER ALL QUESTIONS. EACH ANSWER NOT TO EXCEED 1000 WORDS:**

**(3 x 10 = 30)**

19. (a) Discuss the Chief generating markets for India.  
OR  
(b) Explain the functions of Ministry of Tourism.
20. (a) Explain the measurement of Tourism.  
OR  
(b) What do you mean by categories of tourist statistics?
21. (a) Discuss the economic significance of tourism.  
OR  
(b) Briefly describe the following North Indian destinations.  
(i) Delhi (ii) Agra (iii) Shimla (iv) Darjeeling (v) Mussorie.

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