



M 7314

Reg. No. :

Name :

V Semester B.A./B.Sc./B.Com./B.B.A./B.B.A.T.T.M./B.B.M./B.C.A./B.S.W./
B.A. Afsal Ul Ulama Degree (CCSS – Reg./Supple./Imp.)

Examination, November 2014

OPEN COURSE

5D01 ECO : Economics of Travel and Tourism
(2012 Admission)

Time : 2 Hours

Max. Weightage : 20

PART – A

This Part consists of **two** bunches of questions carrying **equal** weight of **one**. Each bunch consists of **four** objective type questions. Answer **all** questions.

I Choose the correct answer :

- 1) A tourism policy includes

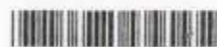
| | |
|------------------------------|------------------|
| a) Rules | b) Regulations |
| c) Objectives and strategies | d) All the above |
- 2) A person who moves from one location to another is known as _____

| | |
|--------------------|----------------------|
| a) Tourist | b) Traveler |
| c) Inbound tourist | d) Out bound tourist |
- 3) The administrative head of the ministry of tourism

| | |
|------------------------------|------------------------------|
| a) Union Minister of tourism | b) Chief Minister of tourism |
| c) Tourism secretary | d) None of these |
- 4) Which type of tourism is focused on protected of agriculture ?

| | |
|-----------------|-------------------|
| a) Farm tourism | b) Social tourism |
| c) Agro tourism | d) None of these |

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- II. 5) The Primary business tourism activities include
- a) Meetings b) Conferences
c) Exhibitions d) All the above
- 6) The first tourism policy was implemented in India in
- a) 1980 b) 1981
c) 1982 d) 1983
- 7) The country topped as tourism earners for the year 2013
- a) Spain b) China
c) USA d) France
- 8) Identify the factor driving health tourism in India.
- a) Skilled physicians b) High quality nursing facilities
c) Multispeciality hospitals d) All the above **(Weightage 2x1=2)**

PART – B

Answer **any six** questions in **one** or **two** sentences **each**. **Each** question carries a weight of **one**.

9. Define health tourism.
10. What is tourism product ?
11. Explain the meaning of pilgrimage tourism.
12. Name four tourism spots in India.
13. What is a balance sheet ?
14. Who is a tourist guides ?
15. Distinguish between travel versus tourism.
16. What do you mean by profit and loss statement ?
17. Identify the three basic forms of tourism according to UN.
18. What do you mean by tourism marketing ? **(Weightage 6x1=6)**



PART – C

Answer **any four** questions. Answer **not** to exceed **one** page. **Each** carries **two** weightage.

19. What are the basic skills of a tourist guide ?
20. Prepare a note on Kerala Tourism Development Corporation.
21. Prepare a note on *Theyyam*.
22. Explain the importance of tourism planning.
23. Explain the significance of tourism in economic development.
24. Distinguish between domestic tourism, inbound tourism and outbound tourism.
25. Identify major elements relate to the motivation of tourism.
26. Discuss the impact of tourism in India. **(Weightage 4x2=8)**

PART – D

Answer **any one**. **Each** question carries a weightage of **four** :

27. Discuss the features and impacts of cultural tourism in Kerala. Explain the benefits of cultural tourism.
28. Explain various types of tourism.
29. Examine the role of the government in tourism development. Evaluate recent trends in the tourism development of India. **(Weightage 1x4=4)**