Printed Pages:02 **Sub Code:KMT206**

Paper Id: 271208 **Roll No.** | | | | | | | | | | |

MBA (TM)

(SEM II) THEORY EXAMINATION 2018-19

TOURISM CONCEPT AND IMPACTS

Time: 3 Hours ***Total Marks: 100***

Note: 1. Attempt all Sections. If require any missing data; then choose suitably.

SECTION A

1. Attempt *all* questions in brief. **2 x 10 = 20**

		Marks
a.	Write the date of Roman Empire.	2
b.	Write the name of any four Hill station of North India.	2
c.	In which year the concept of highway tourism was launched.	2
d.	Write weather the students in boarding is a tourist or not to be tourists.	2
e.	What is the full form of MTDC?	2
f.	The stay of any person less than 24 hours is called…	2
g.	Where does in India one can see the moon-rise and sunset at the same time.	2
h.	An organization motivates employees for an outing comes under which type of tourism.	2
i.	What does tour operators offer as holiday packages.	2
j.	Hiking and skiing comes under which type of tourism.	2

SECTION B

2. Attempt any *three* of the following:

		Marks
a.	Discuss about inbound and outbound tourism.	10
b.	Why tourism products are different from other types of consumer products? Discuss.	10
c.	Write about the history & general information of Indian Railway.	10
d.	Explain MICE in developing tourism industry in India?	10
e.	Explain the rail tours of Deccan Odyssey.	10

SECTION C

3. Attempt any *one* part of the following:

		Marks
a.	What is Tourism? Explain the concepts of Tourism.	10
b.	Write down the different name of General Tourism Trends and Explain any two of them.	10

4. Attempt any *one* part of the following:

		Marks
a.	Explain the Tourism product life cycle.	10
b.	What are the characteristics of Tourism products?	10

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5. Attempt any *one* part of the following:

		Marks
a.	Write about the social & historical tourism.	10
b.	Write about the Adventure & Incentives tourism.	10

6. Attempt any *one* part of the following:

		Marks
a.	Write down the history of Water transport, and role of cruise ships.	10
b.	Write about the Luxury train Royal Orient.	10

7. Attempt any *one* part of the following:

		Marks
a.	Write about the Origin, location and functions of WTO.	10
b.	Write about All-India permits in detail.	10

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