

Vidya Vikas Mandal's
Shree Damodar College of Commerce & Economics, Margao-Goa
F.Y.B com, Semester II, Semester End Examination, April 2019
Tourism and Hospitality Management (GE 2)

Duration: 2 hrs

Marks: 80

Instructions: *All questions are compulsory with internal choice.
Figures to the right denote marks*

Q1. Write short notes on any 4 of the following: (4x4 =16 mks)

- a. Travel Agent v/s Tour Operator
- b. Tourism Resources
- c. Characteristics of Tourism
- d. Domestic Tourism
- e. Tourism Demand
- f. Primary Constituents of Tourism Industry

Q2. Write short notes on any 4 of the following: (4x4 =16 mks)

- a. Multiplier Effect
- b. Political Impact of Tourism
- c. Environmental Impact Assessment
- d. Hospitality v/s Tourism Industry
- e. Employment Opportunities in Tourism Industry
- f. Recent Trends in Hospitality Industry

Q3.a) Explain the 5 A's of Tourism Product. (12 mks)

OR

b) Explain the different types of Tourism Products. (12 mks)

Q4. a) Explain the factors affecting growth of tourism. (12 mks)

OR

b) Explain the push and the pull factors of Tourism. (12 mks)

Q5. a) Explain the positive economic impacts of Tourism. (12 mks)

OR

b) What are the socio-cultural impacts of Tourism? (12 mks)

Q6. a) Explain the factors affecting Hospitality and Tourism Industry. (12 mks)

OR

b) Explain the various sectors comprising the Hospitality Industry. (12 mks)