

(4)

SRN – 09



**M.Com. (Semester – IV) Examination, April 2016**  
**BUSINESS MANAGEMENT**  
**COO4B2 – Tourism and Travel Management (OA – 18)**

Total Marks : 60

Duration : 3 Hours

- Instructions:**
- 1) This paper consists of **nine** questions carrying **equal** marks.
  - 2) Question No. 1 consists of **5 compulsory** questions of **2 marks each**.
  - 3) Answer **any 5** questions from question 2, 3, 4, 5, 6, 7, 8 and 9.
  - 4) **Each** question carries **10** marks. Figure to the **right** indicates marks.

(5×2=10)

1. Answer the following short questions in brief :

- A) Inbound tourism.
- B) Suppressed demand for tourism.
- C) Define tourism marketing.
- D) Floating Hotels.
- E) Medical tourism.

10

2. Explain how geography influences tourism destinations.

10

3. Discuss various tourism elements that play vital role in the choice of a tourism destination.

10

4. Explain the economic impact of tourism in India.

10

5. Explain the role of intermediaries in tourism industry.

10

6. Explain the importance of connectivity in travel and tourism industry.

10

7. Discuss the positive as well as negative impacts of tourism in society.

10

8. What to look for in travel and tourism industry in the next century ?

10

9. "The concept of sustainable tourism development is the need of the hour"  
- Comment.