



M.Com. (Semester – IV) Examination, April 2017
BUSINESS MANAGEMENT
COO4B2 : Tourism and Travel Management (OA – 18)

Duration : 3 Hours

Total Marks : 60

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.

1. Answer the following short questions in brief : (5×2=10)
 - A) Rural tourism.
 - B) Concept of Income Multiplier.
 - C) Role of Travel Agents.
 - D) Concept of empathy.
 - E) Marketing mix.
 2. Explain various factors influencing the growth of tourism industry. 10
 3. Explain any three marketing tools used by an organization for tourism marketing. 10
 4. Define Tourism Demand. Discuss various elements of consumer decision process in tourism. 10
 5. Discuss how geography influences tourism destinations. 10
 6. Discuss in detail principal stages of tour operating. 10
 7. Explain how socio-economic trade off takes place in tourism industry. 10
 8. Discuss the future of travel and tourism industry around the world. 10
 9. Explain the importance of development planning in tourism industry. 10
-