

**M. Com. (Semester IV) Examination, April 2019****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 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. Figures to the right indicate marks.

1. Answer the following questions in brief: (5x2=10)

A) Medical Tourism

B) Demonstration effect in tourism

C) Discrimination pricing versus psychological pricing in tourism products

D) Tourism Investments

E) Health and Wellness Tourism in India

2. Discuss the various types of tourism citing suitable examples. 10

3. Explain the socio-cultural impact of tourism on a destination. 10

4. Discuss the various characteristics of the tourism industry, as a service product. 10

5. Elaborate on the returns from the tourism industry to the destination country. 10
6. Discuss the prospects of health and wellness tourism in India. 10
7. Explain the role of tourism in the theories of economic development. 10
8. 'Developing a plan for marketing provides a common structure and focus for all of the tourism organisation's activities.' Discuss this statement stressing on the benefits of marketing planning to the organisation. 10
9. Discuss the social evils of the tourism industry in Goa. 10