

Vidya Vikas Mandal's
Shree Damodar College of Commerce & Economics, Margao-Goa
F.Y.B com, Semester II, Supplementary Examination, May/June 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. Tourism Products
- b. Event Based Tourism
- c. Travel Agent v/s Tour Operator
- d. International Tourism
- e. Tourism Supply
- f. Secondary Constituents of Tourism Industry

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

- a. Multiplier Effect
- b. Environmental Impact of Tourism
- c. Demonstration Effect in Tourism
- d. Hospitality v/s Tourism Industry
- e. Event Planning segment in Hospitality Industry
- f. Recent Trends in Hospitality Industry

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

OR

b) Explain the characteristics of Tourism. . (12 mks)

Q4. a) Explain the different forms of Tourism. . (12 mks)

OR

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

Q5. a) Explain the negative 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.

OR

- b) i) Explain the employment opportunities in Tourism and Hospitality Industry.(6 mks)
- ii) Explain the various sectors comprising the Hospitality Industry. (6 mks)