

GOVT COLLEGE FOR WOMEN PARADE

B.COM FIFTH SEMESTER (CBCS)

Course Name: Tourism Management

Time: Allowed: 3 Hours

Course Code: UBCTE 511

Max. Marks: 80

Section: A

Note: Attempt all the questions. Each question carries three (3) marks. Word limit is 50-60 words.

Q1. Define cultural tourism.

Q2. What do you mean by tourism.

Q3. Difference between recreation and leisure.

Q4. Who is a travel agent.

Q5. Define mass tourism

Section: B

Note: Attempt all the questions. Each question carries seven (7) marks. Word limit is 200-250 words.

Q1. Explain the concept of marketing mix in tourism management.

Q2. Write a note on JKTDC.

Q3. What are the different types of tourism?

Q4. Discuss prevention of environment and laws relating to it in India.

Q5. Discuss the prospects of MICE business in India.

Section: C

Note: Attempt any two questions. Each question carries fifteen (15) marks. Word limit is 500-600 words.

Q1. Describe tourism and its evolution.

Q2. What is tourism planning? What are the stages of tourism planning?

Q3. Give brief account of the role and applicability of ethics in tourism development.

Q4. What is PATA and explain its role and functions.

Q5. Discuss the latest National Green Tribunal's guidelines regarding tourism.