

Sub.: Tourism Management (BBA23-AV 315)

Time: 10.00 am To 12.30 pm

Instructions: 1) All questions are compulsory.
2) Figures to the right indicate full marks.

Q. 1. Choose the most appropriate option. (05)

- _____ income is one of the main factor in extent and growth of tourism.
 - Individual
 - Disposable
 - Group
 - Average
- Travel on work is referred as _____ tourism
 - Pleasure
 - Business
 - Event
 - Medical
- Several individual and group dignitaries are using _____ to avoid the city's terrible traffic pile ups
 - Airplanes
 - Train
 - Car
 - Helicopters
- _____ are a form of air Transport that use heated air to achieve lift
 - Helicopter
 - Hot air balloons
 - Aircraft
 - Charter flight
- The _____ traditionally have acted as the information provider between the supplier of services and consumers
 - Travel Agent.
 - Tourists.
 - Manager
 - supplier

Q. 2. State True / False (05)

1. Travel by car is one form of air Transport
a) True b) False
2. Traveling to another country or religion for medical treatment is known as educational tourism
a) True b) False
3. Aviation insurance covers various risks associated with train
a) True b) False
4. The insured should provide all the information related to the subject matter under principles of insurable interest
a) True b) False
5. Risks where the possible outcomes are either a loss or no loss is known as speculative risks.
a) True b) False

Q. 3. Write Short notes on (Any Three) (15)

1. Explain characteristics of the tourism sector
2. What is Transport, State 4 types of transport?
3. Explain risk management process
4. Discuss factors that determine the extent and growth of tourism
5. Reasons that affect the growth of the tourism industry

Q. 4. Answer in detail (Any Two) (20)

1. What is insurance, Explain principles of insurance
2. Explain the stages involved in starting up a travel Agency Business
3. Define Tourism. State the classifications as per the UN
4. Explain Economic Characteristics of the tourism sector.

Q. 5. Case study (15)

The importance of tourism as a foreign exchange earner and as a significant source of employment cannot be over emphasized. According to the World Travel and Tourism Council, Tourism is one of the world's largest industries, employing approximately 235 million people and generating 9.3 percent of the world GDP

Questions:

1. Discuss the modes of air Transport
 2. Discuss the modes of Road Transport
 3. Discuss the modes of water Transport
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