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B.Sc. IN HOSPITALITY AND TOURISM (757)
BBA IN HOTEL OPERATIONS AND TOURISM (756)
EXAMINATION: MAY- 2026
FOURTH SEMESTER

C/CB
60:40

Subject : - Travel & Tourism-IV (757405 / 756405)

Date: 23/05/2026

Total Marks: 60

Time: 2.00 pm to 4.30 pm

Instructions: 1) Each question carries equal marks.
2) Attempt any 06 questions

Q. 1 State the following statements are True or False and justify your answer in one line. (10)

- i. Cultural exchange is a socio-cultural impact.
- ii. Zero commission means no earnings for agents
- iii. Tourism creates job opportunities.
- iv. Attraction planning includes location analysis
- v. Online travel agents reduce dependency on traditional agents.

Q. 2 Choose the correct option and justify the same in one line. (10)

- i. Tourism legislation means:
 - A. Marketing laws
 - B. Legal framework for tourism
 - C. Travel planning
 - D. Advertising
- ii. Commission era refers to:
 - A. No profit period
 - B. Agents earning commission
 - C. Government tax
 - D. Online booking
- iii. Cost-benefit analysis is used to:
 - A. Increase tourism
 - B. Compare costs and benefits
 - C. Promote culture
 - D. Reduce pollution
- iv. Online travel agents are:
 - A. Offline sellers
 - B. Digital booking platforms
 - C. Government bodies
 - D. Airlines

v. Which is NOT an environmental impact of tourism?

- A. Pollution
- B. Conservation
- C. Inflation
- D. Deforestation

Q. 3 Write short notes on

- a. Multiplier Effect in Tourism (05)
- b. Differentiate between – Responsible Tourism and Sustainable Tourism (05)

Q. 4 Elaborate on - Environmental Impact of Tourism (10)

- Q. 5**
- a. What is the Role of Online Travel Agents in Tourism (05)
 - b. Elaborate on – GDS in Tourism (05)

Q. 6 Explain the steps taken in planning and developing a tourism product (10)

- Q. 7**
- a. What is Feasibility Analysis in Tourism (05)
 - b. Write a short note on – The demonstration effect (05)

Q. 8 Write short notes on

- a. SMERFS (05)
- b. Accommodation scenario in India (05)
