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Roll No. :

576482(76)

**M. B. A. (Fourth Semester) Examination,
April-May 2021**

(New Scheme)

(Management Branch)

(Specialization : Applied Electives)

TRAVEL and TOURISM (New)

Time Allowed : Three hours

Maximum Marks : 80

Minimum Pass Marks : 32

***Note : Attempt both the sections 'A' & 'B'. Internal
choices are given in Section-'A'.***

Section-'A'

60

Note : Attempt any five questions of 12 marks each.

Unit-I

1. Define tourism? What is the impact of mass tourism on economy, ecology and society?

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2. Differentiate between domestic and international tourism.

Unit-II

3. Define tourism product and its characteristics.
4. Write a detailed note on manmade tourism product with suitable example.

Unit-III

5. What you understand by tourism planning and also write the steps of tourism planning?
6. Discuss the role of government in tourism development at various levels with suitable example.

Unit-IV

7. What are the different types of tourism organization and why are they important?
8. Explain the term travel agency and also write the various functions served by a travel agent?

Unit-V

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9. What are the various travel formalities were needs to travel abroad explain in detail?
10. Write short notes on :
 - (i) Passport and its types
 - (ii) Restricted area permit

Section-'B'

Case Study

20

Tourism and India

India has opulent diversity in tourist resources and inherent strength to attract and satisfy all interest groups of tourists ranging from adventurists, naturalists, and eco-tourists to those interested in historical heritage, arts, crafts, culture, spirituality and history. The country is also credited to be a pioneer of the concept of organised travel, especially the pilgrimages sector. The rich legacy of Atithi Devo Bhavah and 'Incredible India' aptly speaks of India's tradition and culture. In spite of its invincibility, the country failed to create a niche for itself in the international map of tourism. India has an intensive organisational infrastructure which houses a number of

offices around the globe. The tourism policies of the country provide an immense variety of incentives to the effective and potential tourist entrepreneurs besides a good deal of Training Institutions to create a cadre of well equipped human resource. International tourists after having visited India, acknowledge its magnetic appeal, though many of them are critical about the quality of services and the support infrastructure.

Questions :

- (i) What sort of rich culture does India have to offer?
- (ii) In spite of all the facilities, India has failed to make a mark on International Map. Why?
- (iii) What steps would you suggest to improve the tourism picture of India at the international level?