

M.E.S. COLLEGE OF ARTS & COMMERCE, ZUARINAGAR-GOA
B.A. (CBCS) I Semester End Examination (Regular/ Repeat), January, 2022
BUSINESS OF TOURISM (TOC 101)

Instruction

- i) All questions are compulsory*
- ii) Answer the sub- question in QI and QII in about 100 words each.*
- iii) Answer QIII to QVI in about 400 words each.*

Duration: 02 Hours

Max. Marks: 80

QI) Write a short note on any four of the following (4X4=16)

- a. Sample survey
- b. Domestic tourism
- c. MICE
- d. Food and beverage
- e. Tourism effect on employment
- f. Paid holiday

QII) Write a short note on any four of the following (4X4=16)

- a. Religion as a motivator for travel
- b. Economic impact of tourism
- c. Pleasure holiday
- d. Airways as a mode of transport
- e. Five characteristics of tourism
- f. Define transit accommodation

QIII) A) Explain Multiplier effect (12)

OR

B) Write a note on: (12)

- i) Palace on Wheel
- ii) Deccan Odyssey

QIV) A) State and Explain the Industries Related to Tourism (12)

OR

B) Explain technological causes & economic causes for rapid growth of tourism. (12)

QV) A) State and explain the Supplementary Accommodation (12)

OR

B) List the Five A's which are needed at a destination of tourism is to be promoted. (12)

QVI) A) Write a brief note on tourism system (12)

OR

B) Elaborate the concept of: (12)

- i) Cultural Tourism
 - ii) VFR
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