

**MURGAO EDUCATION SOCIETY'S
VASANT JOSHI COLLEGE OF ARTS & COMMERCE,
ZUARINAGAR –GOA**

B.A. (NEP) I Semester End Assessment, (Regular) October/November 2024

Subject: Tourism and Travel

Course: Major- BTT- 100 Economics of Tourism

DURATION: 2 HOURS

TOTAL MARKS: 80 MARKS

- 1) All questions are compulsory.**
- 2) Internal choice is available in Questions 2A, 3A, 4A and 5A**
- 3) Figures to the right indicate maximum marks**

Q.1. Write short notes on the following in about 50 words. (8X2=16 Marks)

1. Alternative Tourism
2. Market Structures
3. Choice and Alternatives
4. Demand for Tourism Services
5. Choice in Tourism
6. Macroeconomics
7. Role of World Tourism Organisation (WTO) in tourism Industry
8. Pricing Mechanisms

Q.2 A) Answer the following questions in about 75 words (2x3= 6 Marks)

- i) Identify two ways in which tourism impacts local economies.
- ii) Role of Public Organisation in Tourism Sector.

OR

- iii) Scarcity forces individuals and societies to make choices about how to locate their finite resources effectively. Justify the statement giving examples.
- iv) Explain the concept of homogeneous product.

Q.2 B) Answer the following questions in about 75 words (2x3= 6 Marks)

- i) Explain Multiplier Effect.
- ii) Highlight the positive impacts of Tourism on the National Economy.

Q.2 C) Answer the following question in about 100 words (1x4=4 Marks)

- i) Explain Constituents of Tourism Industry.

Q.3 A) Answer the following questions in about 100 words (3x4=12 Marks)

- i) Discuss the features of Tourism products.
- ii) Interpret Travel and Tourism Resources.
- iii) Explain in detail the Negative impacts of Tourism on National Economy.

OR

- iv) Explain Factors Constraining Tourism Demand.
- v) Seasonality affects tourism economies. Explain.
- vi) Interpret the type of accommodations.

Q.3 B) Answer the following questions in about 100 words (2x4=8 Marks)

- i) Highlight the economic consequences of over-tourism in destinations.
- ii) Explain the concept of Marketing Mix.

Q.3 C) Answer the following question in about 100 words (1x4= 4 Marks)

- i) Discuss Types of Tourism.

Q.4 A) Answer the following questions in about 75 words (2x3=6 Marks)

- i) Examine the intersection of economics and tourism.
- ii) Explain the concept of Promotion and Place giving suitable examples.

OR

- iii) Giving related examples explain the main economic benefits of Tourism Development.
- iv) Examine the components of Survey Method of forecasting.

Q.4 B) Answer the following question in about 100 words (1x4=4 Marks)

- i) Highlight the Role of Entrepreneurs in Tourism Industry and their contribution in Indian Economy.

Q.4 C) Answer the following question in about 50 words (1x2=2 Marks)

- i) Differentiate between needs and wants of consumers.

Q.5 A) Answer the following questions in about 75 words (2x3=6 Marks)

- i) Describe the concept of Monopoly.
- ii) Explain Factors Influencing Tourism Demand.

OR

- iii) Discuss in detail the Purposes of Travel by people.
- iv) Product packaging and design have an impact on the consumer's mind. Explain Giving relevant examples.

Q.5 B) Answer the following question in about 100 words (1x 4=4 Marks)

- i) Classify Tourism products.

Q.5 C) Answer the following question in about 50 words (1x2 =2 Marks)

- i) List the Objectives of Business Enterprise.

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- 1) All questions are compulsory.
- 2) Internal choice is available in Questions 2A, 3A, 4A and 5A
- 3) Figures to the right indicate maximum marks

Q.1. Write short notes on the following in about 50 words. (8X2=16 Marks)

1. Inflation
2. Natural Attractions
3. Microeconomics
4. Concept of Product and Price in Tourism
5. Choice in Tourism
6. Various means of travel
7. Entrepreneurs
8. Scarcity

Q.2 A) Answer the following questions in about 75 words (2x3=6 Marks)

- i) Explain in detail any 3 types of Market Structures.
- ii) Role of Public Organisation in Tourism Sector

OR

- iii) Explain the role of World Tourism Organisation (WTO) in tourism Industry
- iv) Explain the concept of homogeneous product.

Q.2 B) Answer the following questions in about 75 words (2x3=6 Marks)

- i) Explain the economic importance of tourism to a country's GDP.
- ii) Describe the constituents of Tourism Industry.

Q.2 C) Answer the following question in about 100 words (1x4=4 Marks)

- i) Explain the main economic benefits of Tourism Development. Give relevant examples

Q.3 A) Answer the following questions in about 100 words (3x4 =12 Marks)

- i) Explain Multiplier Effect.
- ii) List Travel and Tourism Resources
- iii) Explain in detail the Negative impacts of Tourism on National Economy

OR

- iv) Discuss Types of Tourism
- v) Seasonality affects tourism economies. Explain
- vi) Highlight the economic consequences of over-tourism in destinations.

Q.3 B) Answer the following questions in about 100 words (2x4=8 Marks)

- i) Discuss in detail the Purposes of Travel by people.
- ii) Explain the concept of Marketing Mix

Q.3 C) Answer the following question in about 100 words (1x4=4 Marks)

- i) Describe in brief the areas of study in microeconomics

Q.4 A) Answer the following questions in about 75 words (2x3=6 Marks)

- i) Discuss the features of Tourism Product.
- ii) Giving suitable examples explain Event based Tourism products.

OR

- iii) Explain the concept of Promotion and Place giving suitable examples.
- iv) Highlight the positive impacts of Tourism on the National Economy.

Q.4 B) Answer the following question in about 100 words (1x4=4 Marks)

- i) Highlight the Role of Entrepreneurs in Tourism Industry and their contribution in Indian Economy

Q.4 C) Answer the following question in about 50 words (1x2=2 Marks)

- i) List the objectives of Tourism Enterprises.

Q.5 A) Answer the following questions in about 75 words (2x3=6 Marks)

- i) Product packaging and design have an impact on the consumer's mind. Explain Giving relevant examples.
- ii) Explain Factors Influencing Tourism Demand

OR

- iii) Classify Tourism products in detail.
- iv) Giving an example explain GDP (Gross Domestic Product).

Q.5 B) Answer the following question in about 100 words (1x4=4 Marks)

- i) There are several levels of choice that can influence a traveller's decision-making process. Justify the following statement.

Q.5 C) Answer the following question in about 50 words (1x2=2 Marks)

- i) Define Alternative Tourism and give suitable examples.
