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Name.....

Reg. No.....

FIFTH SEMESTER (CBCSS-UG) DEGREE EXAMINATION, NOVEMBER 2024

B.B.A.

BBA 5D 01—TOURISM MANAGEMENT

(2019 Admission onwards)

Time : Two Hours

Maximum : 60 Marks

Part A*Answer all questions.*

1. Define the term Adventure tourism.
2. What is tourism products ?
3. Explain the term Beach tourism.
4. What are the three major airlines in India ?
5. Give two examples of hill station in Kerala.
6. What are the man-made tourism products in India ?
7. What is dark tourism ?
8. What is the difference between offline and online travel agency ?
9. Explain the scope of tourism.
10. Define virtual tourism.
11. What are the three main types of package tour ?
12. Explain Business tourism.

(12 × 2 = 24, Maximum Ceiling 20 marks)

Part B*Answer all questions.*

13. What are the 5 A's of tourism products ?
14. State the different types of Travel Agency.
15. Explain the different types of tourists.
16. Write a brief note on major hotel chains in India.
17. Explain the tourist attractions in India.

Turn over

18. Write a brief note on wildlife and cultural tourist centres in India.

19. Explain the role of restaurants in the hospitality industry.

(7 × 5 = 35, Maximum Ceiling 30 marks)

Part C

*Answer any **one** question.*

20. Explain in detail the different classification of Tourism

21. Explain the role of Indian railways in tourism sector and list out the major tourist trains in India.

(1 × 10 =10 marks)