

D 130032

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Name.....

Reg. No.....

**FIFTH SEMESTER (CBCSS—UG) DEGREE EXAMINATION
NOVEMBER 2025**

B.B.A.

BBA 5D 01—TOURISM MANAGEMENT

(2019 Syllabus)

Time : Two Hours

Maximum : 60 Marks

Part A*Answer all questions.*

1. Define the term tourism.
2. Explain Site based Tourism Product ?
3. What is the difference between hotel and motel ?
4. Define health tourism.
5. Which is the highest visited tourist places in India ?
6. Explain the importance of itinerary ?
7. Explain the basic component of tourism ?
8. Define Niche tourism.
9. Explain Cultural tourism ?
10. Write the social benefits of tourism.
11. What are the main issues of tourism ?
12. What are the three main types of package tour ?

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

Part B*Answer all questions.*

13. State the difference between inbound tourism and outbound tourism.
14. Explain in detail the characteristics of tourism products ?

Turn over

15. How tourism affects the environment ?
16. Explain the socio-economic impact of tourism ?
17. Explain Event based Tourism.
18. Explain the role of transportation in tourism ?
19. List out the basic functions of travel agencies ?

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

Part C

*Answer any **one** question.*

The question carries 10 marks.

20. Elaborately explain the various tourist attractions in Kerala ?
21. Explain in detail the nature, scope and different types of tourism in India ?

(1 × 10 = 10 marks)