

QP Code: D 123345	Total Pages: 1	Name:
		Register No.
SECOND SEMESTER (CUFYUGP) DEGREE EXAMINATION, APRIL 2025		
B.Com		
COM2VN 101 :Tourism Business		
2024 Admission onwards		
Maximum Time :2 Hours	Maximum Marks :70	
Section A		
All Questions can be answered. Each Question carries 3 marks(Ceiling : 24 Marks)		
1	What is the significance of food and beverages in the tourism industry?	
2	How entertainment and recreation contribute to tourism.	
3	Differentiate between general and tourist-specific infrastructure.	
4	How do government organizations contribute to tourism development?	
5	What is the significance of travel business ?	
6	Differentiate between natural and man-made destinations with example	
7	What are core and periphery attractions? Give examples.	
8	Explain the positive effects of seasonality in tourism destinations.	
9	What are the factors affecting the decline of a tourism destination?	
10	How does tourism contribute to economic growth?	
Section B		
All Questions can be answered. Each Question carries 6 marks(Ceiling : 36 Marks)		
11	Discuss the nature of tourism business environment	
12	Explain the role of a travel agency in the tourism industry.	
13	Describe the importance of tour operator in tourism	
14	Discuss the advantages of online travel agencies (OTAs) over traditional agencies.	
15	What are the challenges faced by travel agencies today?	
16	Explain the components of a tourism destination	
17	What are the negative cultural impacts of tourism on host destinations?	
18	Explain the nature and significance of multiplier effect in tourism	
Section C		
Answer any ONE .Each Question carries 10 marks(1x10=10 Marks)		
19	Explain the importance of transportation in the tourism industry.	
20	What are the Strategies for Destination Marketing ?	