Name. _____	Printed Pages:01
Student Admn. No.: _____	

School of Business
Backlog Examination, June 2023
[Programme: BBA] [Semester:] [Batch:]

Course Title: BBAV2006	Max Marks: 100
Course Code: Tourism Management	Time: 3 Hrs.

Instructions:	1. All questions are compulsory.
	2. Assume missing data suitably, if any.

		K Level	COs	Marks
SECTION-A (15 Marks)		5 Marks each		
1.	What are the positive and negative sides of Mass Tourism?	K1	CO1	5
2.	Why is package Tour a popular phenomenon?	K1	CO2	5
3.	Explain the significance of telecommunication skills tourism industry	K2	CO3	5
SECTION-B (40 Marks)		10 Marks each		
4.	Explain the difference between tourism product and consumer product.	K2	CO4	10
5.	Explain the difference between tourism product and consumer product.	K2	CO5	10
6.	Examine the economic & non-economic impact of tourism industry on Indian GDP.	K3	CO1	10
7.	Construct the link between image and attraction in relation to a destination? Consider a preferable destination ad apply the concept of image and attraction in it.	K3	CO2	10
SECTION-C (45 Marks)		15 Marks each		
8.	How is tours and characteristics closely linked with its motivation. Evaluate the factors playing major role while designing a destination?	K5	CO3	15
9.	Design a tour package of your choice for 4 members travelling together.	K6	CO4	15
10	Discuss the evolutionary stages of growth of tourist transport in India.	K6	CO5	15