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School of Hospitality**Bachelor of Business Administration in Tourism and Travel
Mid Term Examination - Nov 2023****Duration : 90 Minutes
Max Marks : 50****Sem I - I1UA103B - Tourism Industry Orientation**General Instructions*Answer to the specific question asked**Draw neat, labelled diagrams wherever necessary**Approved data hand books are allowed subject to verification by the Invigilator*

- 1) Provide an overview of the potential of MICE tourism in India. K2 (2)
- 2) Name some major players in the tour operator industry. K1 (3)
- 3) Explain the concept of "tour operator" in the tourism industry. K2 (4)
- 4) Explain the concept of sustainable tourism and why it's important. K2 (6)
- 5) What role does the transportation sector play in tourism? K3 (6)
- 6) How does the air cargo sector contribute to global trade and logistics? K3 (9)
- 7) How do the Brussels Conventions of 1961 and 1966 address liability in the transportation of passengers by different modes of transport? K4 (8)

- 8) Classify the Plog's Model of Tourists Behavior. K4 (12)

OR

How does MICE tourism contribute to the Indian economy? K4 (12)