

Name. _____		Printed Pages:01		
Student Admn. No.: _____				
School of Hospitality & Tourism Summer Term Examination – July - August 2024 [Programme: BBA (Tourism & Travel)] [Semester:1st] [Batch: 2023-26]				
Course Title: Tourism Resources of India		Max Marks: 100		
Course Code: I1UA101C		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 is the future outlook for hill station tourism in India?	K1	CO1	5
2.	Explain how a wholesale travel agency generates profits.	K1	CO1	5
3.	Explain the Role of ITDC in Tourism and Travel Trade.	K2	CO2	5
SECTION-B (40 Marks)		10 Marks each		
4.	What do you understand by tourism system?	K2	CO2	10
5.	What is MICE? Critically analyse the role of MICE in image development of a destination.	K3	CO3	10
6.	Explain the significance of the Onam festival in Kerala.	K3	CO3	10
7.	What makes coastal and island destinations attractive to tourists?	K4	CO4	10
SECTION-C (45 Marks)		15 Marks each		
8.	Enumerate the various types of accommodation facilities available for tourists. Also mention their role in the growth of tourism.	K4	CO4	15
9.	Define tourism & explain the different forms and types of tourism in detail.	K5	CO5	15
10	What are the economic benefits of hill station tourism for local communities?	K6	CO6	15