



M 9851

Reg. No. :

Name :

V Semester B.A./B.Sc./B.Com./B.B.A./B.B.A.T.T.M./B.B.A.R.T.M./B.B.M./
B.C.A./B.S.W./B.A. Afsal-UI-Ulama Degree (CCSS-Reg./Supple./Imp.)

Examination, November 2015

(Open Course) (2012 Admn. Onwards)

5D01 ECO – ECONOMICS OF TRAVEL AND TOURISM

Time : 2 Hours

Max. Weightage : 20

PART – A

This Part consists of **two** bunches of questions carrying **equal** weight of **one**. Each bunch consists of **four** objective type questions. Answer **all** questions.

Choose the correct answer.

1. A person who moves from one location to another is known as
 - a) Tourist
 - b) Traveler
 - c) Inbound tourist
 - d) Out bound tourist
2. WTTC was established in
 - a) 1990
 - b) 1980
 - c) 1970
 - d) 1960
3. Which of the following is not a major component of tourism ?
 - a) Transport
 - b) Accommodation
 - c) Tour operators
 - d) Shops
4. A popular ritual form of worship of North Malabar in Kerala that forms a part of cultural tourism
 - a) Theyyam
 - b) Kathakali
 - c) Padayani
 - d) Thullal
5. The first ever Indian tourism day was celebrated on
 - a) March 20, 1990
 - b) September 15, 1988
 - c) January 25, 1998
 - d) May 30, 1981
6. Primary business tourism activities include
 - a) Meetings
 - b) Attending conferences
 - c) Exhibitions
 - d) All the above

P.T.O.



7. The World Tourism Organisation reports the country most visited in terms of the number of international travellers in 2013 was
 - a) USA
 - b) France
 - c) Spain
 - d) India
 8. Identify the factor driving health tourism in India
 - a) Skilled physicians
 - b) High quality nursing facilities
 - c) Multispeciality hospitals
 - d) All the above
- (Weightage = 1×2)

(Weightage = $1 \times 2 = 2$)

PART-B

Answer **any six** questions in **one** or **two** sentences **each**. **Each** question carries a weight of **one**.

9. Define tourism
10. What is tourism marketing ?
11. What is tourism product ?
12. Define ecotourism.
13. What do you mean by cultural tourism ?
14. Define business tourism.
15. Name some tourism spots in Kerala.
16. What is a Balance Sheet ?
17. Who is considered as a tourist guide ?
18. Who is a tourist ?

(Weightage = $1 \times 6 = 6$)

PART - C

Answer **any four** questions. Answer **not** to exceed **one** page. **Each** carries **two** weightage.

19. Prepare a note on important archaeological sites in Kerala.
20. Examine the advantages for health tourism in India.
21. Identify major features of medical tourism in India.
22. Bring out the benefits of ecotourism.

23. Discuss salient feature of tourism industry in India.
24. Identify major elements relate to the motivation of tourism.
25. Explain the benefits of cultural tourism.
26. Prepare a note on Kerala Tourism Development Corporation.

(Weightage = $2 \times 4 = 8$)

PART-D

Answer **any one**. Each question carries a weightage of **four**.

27. Explain various types of tourism.
28. Analyze the development of tourism industry in India. Bring out its positive and negative impact in Indian economy.
29. Examine the levels of tourism planning. Analyse the importance of tourism planning. **(Weightage = 4×1=4)**

(Weightage = $4 \times 1 = 4$)