

**Second Semester FYUGP Degree (Reg/Sup/Imp) Examination
April 2026**

**KU2DSCHIS111/KU2DSCSSH111 - EXPLORING TOURISM
POTENTIALS OF INDIA**

2024 Admission onwards

Time : 2 hours

Maximum Marks : 70

Section A

Answer any 6 questions. Each carry 3 marks.

1. List the components of the 7S framework and briefly explain any three.
2. What do you mean by tourism policy of a country?
3. Mahabalipuram
4. Tajmahal as a heritage site
5. Ajanta and Ellora Caves
6. Fa Hien and Hiuen Tsang
7. Pilgrim tourism in ancient India
8. The Deccan Plateau

Section B

Answer any 4 questions. Each carry 6 marks.

9. State how the culinary tradition of India reflect the cultural diversity of the region.
10. Highlight the importance of National Parks and wildlife Sanctuaries in India for wildlife conservation.
11. What are the major crafts of Kerala?
12. What were some prominent travel destinations in ancient India and why were they significant?
13. How do the rivers of the peninsular plateau influence tourism?
14. What are the major tourist destinations in the Himalayan region?

Section C

1

Answer any 2 questions. Each carry 14 marks.

15. What are the unique geographical features that define Kerala's landscape?
16. What are the major strategies, initiatives and campaigns taken by Kerala government to make Kerala a favourite tourist destination?
17. Explain the key strategies used in tourism marketing in India.