MB-116E

Sl.No. : **Total No. of Pages : 2**

Third Semester M.B.A. Degree Examination, May - 2025
(SLM Scheme) (NON - CBCS)
MANAGEMENT
Elective - E : TOURISM
Tourism Development

Time : 3 Hours **Max. Marks : 80**

SECTION - A

Q1) **Answer any Five sub-questions. Each question carries Three marks.** **[5 × 3 = 15]**

a) What do you mean by Tourism Development?

b) What is Mass Tourism?

c) State the meaning of Tourism Economics.

d) What do you mean by Tourism Research?

e) What is Tourism Planning?

f) List out any five tourism places from Europe'!

g) List out any five religious tourism places in Karnataka.

SECTION - B

Answer any four sub questions. Each question carries Five marks. [4 × 5 = 20]

Q2) Explain in detail about Tourism Development in Karnataka.

Q3) Discuss the role of stake holders in Tourism Development.

Q4) Discuss about the growth of Tourism in Karnataka.

Q5) Discuss the-steps involved in Tourism planning.

Q6) Explain the benefits to Local Bodies from tourism development.

Q7) Explain the tourism development in Southeast Asia.

SECTION - C

Answer any three questions. Each question carries Ten marks. [3 × 10 = 30]

Q8) Briefly explain the Role of information technology in tourism.

Q9) Discuss the types of Tourism Planning in detail.

Q10) Explain the challenges faced in tourism development in Karnataka.

Q11) Discuss the impact of tourism in GDP of Europe.

Q12) Discuss the statistical measures used in Tourism Research.

SECTION D

Q13) **Case (Compulsory)** **[1 × 15 =15]**

Identify the factors affecting the tourism demand in the India. Taking an account of the emerging tourist demand patterns, which state of India in your view has the greater potential tourism development and Why?

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