MBSC-3.1E

Sl.No. :

Total No. of Pages : 2

Third Semester M.B.A. Degree Examination, June/July - 2024
(SLM Scheme) (CBCS)
MANAGEMENT
(Elective - E) : TOURISM
Tourism Development

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

SECTION - A

Answer any Five questions. Each question carries five marks : [5 × 5 = 25]

Q1) State the components of tourism.

Q2) Explain the concept of tourism research.

Q3) Mention the importance of IT in tourism.

Q4) Discuss the factors affecting tourism.

Q5) Write a note on Destination planning.

Q6) Explain mass tourism.

Q7) What are the policies of tourism?

SECTION - B

Answer any Four questions. Each question carries ten marks. [4 × 10 = 40]

Q8) Discuss the nature and scope of tourism management.

Q9) Explain the types of tourism destination in Karnataka.

Q10) Discuss the issues and challenges of tourism industry.

Q11) Describe the role of financial institution in tourism development.

Q12) Explain the various tools adopted to measure the tourism services.

Q13) Critically evaluate the various types of tourism planning.

SECTION - C

Q14) **Case (Compulsory)** **[1 × 15 = 15]**

Assume that, you are hired as a manager for one of the popular tourism company of Asia. Company has directed you to prepare a master plan to attract tourists towards South East Asian Countries. Draft a plan with proper justification.

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