MBSC-3.2E

Sl.No. : **Total No. of Pages : 1**

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

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

SECTION - A

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

Q1) Explain the components of tourism.

Q2) Explain the role of travel agent in tourism.

Q3) State the importance of ceo-tourism.

Q4) Mention the reasons for mass tourism.

Q5) Explain the role of technology in tourism industry.

Q6) Discuss the marketing activities involved in tourism.

Q7) Bring out the objectives of tourism planning.

SECTION - B

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

Q8) Discuss an overview of tourism industry in karnataka.

Q9) Critically evaluate the environmental factors affecting tourism.

Q10) Explain the role of social media in tourism industry.

Q11) Examine the elements of tourism destination plan.

Q12) Discuss the recent trends in tourism industry.

Q13) Elaborate the steps of tourism planning and control.

SECTION - C

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

List any 4 tourism destination of India. Briefly explain each one of them with suitable examples.

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