**SAINTGITS COLLEGE OF APPLIED SCIENCES**

**Second Internal Assessment Examination, OCTOBER 2018**

**Department of Corporate Economics, Semester5**

**TRAVEL AND TOURISM MANAGEMENT**

**Total : 80 marks Time: 3Hours**

**Section A**

**Answer all questions. Each question carries 1 mark.**

1. Define Tourism?
2. What is Tourism Marketing?
3. What is MICE?
4. What is UFTAA?
5. What is PATA?
6. Explain Open sky policy
7. What is Tourism policy?
8. What is Tour operator?
9. What is itinerary?
10. Objectives of HR in tourism management?

**(10 X 1 = 10 marks)**

**Section B**

**Answer any 8 questions. Each question carries 2 marks**

1. Explain ITDC
2. Explain Eco Tourism?
3. What is travel agency?
4. What is e-ticketing
5. What is the objective of Tourism Industry?
6. What is Tourism Product?
7. What are the sources of tourism marketing?
8. Explain the need of IT on tourism industry?
9. What is Leakages?
10. Explain the structure of Tourism Industry?
11. What is Sustainable Tourism?
12. Principles of tourism marketing?

**(8 X 2 = 16 marks)**

**Section C**

**Answer any 6 questions. Each question carries 4 marks.**

1. Explain the characteristics of Tourism Industry?
2. Explain private travel organisations in India?
3. How tourism marketing is different from other marketing?
4. Describe seasonality of tourism?
5. How tourism helps economic development?
6. How can we make travel management effective?
7. Describe the changing dimensions in tourism development?
8. Explain the scope and importance of Tourism?
9. Explain the components of IT on tourism development? **(6 X 4= 24 marks)**

**Section D**

**Answer any 2 questions. Question carries 15 marks.**

1. Explain the different types of Tourism?
2. Explain the different strategies for making tourism marketing effective?
3. Examine the economic impact of Tourism?
4. Explain the importance of IT on tourism development?

**(2 X 15 = 30 marks)**