**SAINTGITS COLLEGE OF APPLIED SCIENCES**

**First Internal Assessment Examination, JULY2018**

**Department of Corporate Economics, Semester5**

**TRAVEL AND TOURISM MANAGEMENT**

Total : **50 marks** Time:**2Hours**

**Section A**

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

1. Define Tourism?

2. What is Tourism Marketing?

3. MICE?

4. UFTAA?

5. PATA?

 **(5 X 1 = 5 marks)**

**Section B**

*Answer any 5 questions. Each question carries 2 marks.*

6. Explain Eco Tourism?

7. What is the objective of Tourism Industry?

8. What is Tourism Product?

9. What is Leakages?

10. Explain the structure of Tourism Industry?

11. What is Sustainable Tourism?

**(5 X 2 = 10 marks)**

**Section C**

*Answer any 5 questions. Each question carries 4 marks.*

12. Explain the characteristics of Tourism Industry?

13. Explain WTO?

14. Describe seasonality of tourism?

15. How tourism helps economic development?

16. Explain IATA?

17. Explain the scope and importance of Tourism?

**(5 X 4= 20 marks)**

**Section D**

*Answer any 1 question. Question carries15 marks****.***

18. Explain the different types of Tourism?

19. Examine the economic impact of Tourism?

**(1 X 15 = 15 marks)**