

| | | |
|--|--|-------------------|
| QP Code: D 123345 | Total Pages: 1 | Name: |
| | | Register No. |
| SECOND SEMESTER (CUFYUGP) DEGREE EXAMINATION, APRIL 2025 | | |
| B.Com | | |
| COM2VN 101 :Tourism Business | | |
| 2024 Admission onwards | | |
| Maximum Time :2 Hours | | Maximum Marks :70 |
| Section A | | |
| All Questions can be answered. Each Question carries 3 marks(Ceiling : 24 Marks) | | |
| 1 | What is the significance of food and beverages in the tourism industry? | |
| 2 | How entertainment and recreation contribute to tourism. | |
| 3 | Differentiate between general and tourist-specific infrastructure. | |
| 4 | How do government organizations contribute to tourism development? | |
| 5 | What is the significance of travel business ? | |
| 6 | Differentiate between natural and man-made destinations with example | |
| 7 | What are core and periphery attractions? Give examples. | |
| 8 | Explain the positive effects of seasonality in tourism destinations. | |
| 9 | What are the factors affecting the decline of a tourism destination? | |
| 10 | How does tourism contribute to economic growth? | |
| Section B | | |
| All Questions can be answered. Each Question carries 6 marks(Ceiling : 36 Marks) | | |
| 11 | Discuss the nature of tourism business environment | |
| 12 | Explain the role of a travel agency in the tourism industry. | |
| 13 | Describe the importance of tour operator in tourism | |
| 14 | Discuss the advantages of online travel agencies (OTAs) over traditional agencies. | |
| 15 | What are the challenges faced by travel agencies today? | |
| 16 | Explain the components of a tourism destination | |
| 17 | What are the negative cultural impacts of tourism on host destinations? | |
| 18 | Explain the nature and significance of multiplier effect in tourism | |
| Section C | | |
| Answer any ONE .Each Question carries 10 marks(1x10=10 Marks) | | |
| 19 | Explain the importance of transportation in the tourism industry. | |
| 20 | What are the Strategies for Destination Marketing ? | |