

Central Tribal University of Andhra Pradesh

Semester End Examination-June/July-2024

Name of the Program: UG (Chemistry/Botany/AI/Geology/BBA-TTM)

Name of the Course: Tourism Concepts, Systems, and Functions

Course Code: MDC155

Semester: II

Max Time: 3 Hours.

Max. Marks: 70

Part-A

Answer all ten questions. Each question Carry 1 mark each. (10q x 1m = 10M)

- 1. What is Heritage Tourism?
2. What is a Trade Fair?
- ✓ 3. What is Outbound Tourism?
4. What is a Scheduled Airline?
5. What is IRCTC?
- ✓ 6. What is a Luxury Tourist Train?
7. Enlist the SDGs that can be related with Tourism.
8. Name any two tourism promotion campaigns.
- ✓ 9. Write the tourism taglines of any four Indian states.
- ✓ 10. Enlist any four Online Travel Agencies.

Part-B

Answer any four questions. All questions carry 5 marks each. (4q x 5m = 20M)

- ✓ 11. Discuss the concepts of Travel Agency and Tour Operator.
- ✓ 12. Discuss the cost-cutting measures adopted by LCCs.
13. Discuss the types of Airports and Airlines.
- ✓ 14. Discuss the potential of social media in Tourism Marketing.
15. Discuss the concept of Branding.
- ✓ 16. Discuss the role of social media in promoting various types of tourism among tourists.

Part-C

Answer either A or B from each question. All questions carry 10 marks each. (4qx10m = 40M)

- ✓ 17 A) Discuss the concept of Destination Life Cycle with appropriate examples.

OR

- B) Discuss the difference between marketing the goods and marketing services.

- 18 A) Discuss the concept of Sustainable Tourism with suitable examples.

OR

- ✓ B) Discuss the socio-economic impacts of tourism.

- 19 A) Discuss the 7 Ps of Tourism Marketing with appropriate examples.

OR

- ✓ B) Enlist and discuss different types of accommodation and meal plans.

- 20 A) Enlist and discuss the 5A's of Tourism with examples.

OR

- B) Discuss the facilities available at an airport and in the commercial flight.