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# CS/BTTM/SEM-2/TTM-205/2010 2010 INTERNATIONAL TOURISM

Time Allotted: 3 Hours Full Marks: 70

The figures in the margin indicate full marks.

Candidates are required to give their answers in their own words as far as practicable.

# GROUP – A ( Multiple Choice Type Questions )

1. Choose the correct alternatives for any ten of the following:  $10 \times 1 = 10$ The capital of Mongolia is i) a) Delhi b) Jaipur Ulan Bator. c) Beijing d)  $0^{\Delta}$  degree longitude passes through ii) Kolkata a) Moscow b) d) Greenwich. c) Dhaka Warsaw Convention was held in the year 1934 1999 a) b)

1986

c)

2206 Turn over

d)

1924.

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U.N.W.T.O. stands for iv) United Nations World Tourism Organisation b) Under National & World Tourism Organisation c) Unqualified Nations for World Tourism Operations d) None of these. Which state in India is known as the state of the rising v) sun? Nagaland a) b) Manipur Arunachal Pradesh. c) Mizoram d) vi) India's share in International tourism is 7% 8% b) a) c) 0.4%d) none of these. vii) Gondola is a road bus a) is an airplane b) plies in the waterbodies of Venice c) d) ship. viii) The highest tower in the world is a) **Empire State Building** World Trade Centre b) Bruj - Dubai c) d) London Tower. In the Mediterranean countries which is the busiest season of the year? a) Autumn b) Winter

d)

Summer.

Spring

c)



- x) Eiffel Tower is situated in
  - a) Djakarta
- b) Pune
- c) Istanbul
- d) Paris.
- xi) The largest railway network can be found in
  - a) China

b) USA

c) Russia

- d) India.
- xii) IATA geography is divided into how many zones?
  - a) three

b) five

c) nine

- d) seven.
- xiii) The economy of Switzerland mainly rests upon its
  - a) arms industry
- b) aviation factories
- c) water companies
- d) tourism industry.

#### **GROUP - B**

## (Short Answer Type Questions)

Answer any *three* of the following.

 $3 \times 5 = 15$ 

- 2. The outbound tourism industry in India is growing. State the major reasons for this phenomenon.
- 3. How does political unrest affect tourism? Discuss with examples.
- 4. How has technology advanced the tourism industry all over the globe and in all aspects of tourism?
- 5. Discuss the role of India in tourism in the backdrop of International Travel and Tourism Trade.
- 6. What are the impediments for international tourism? How can they be overcome?

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#### **GROUP - C**



Answer any three of the following.



- 7. What are the reasons for holding international conventions?

  Broadly discuss the gains of such conventions.
- 8. Define any *three* of the following with reference to the tourism trade:
  - a) Passport
  - b) Visa
  - c) Money changer
  - d) Inbound tourism
  - e) Outbound tourism.
- 9. The marketing of Indian tourism abroad is through its embassies. Identify the major international markets for Indian tourism and the role of the embassies played for promotion of tourism abroad.
- 10. Discuss the objectives and mission of the TAAT and the role played by it for the development of Indian tourism abroad.
- 11. Discuss Inbound & Outbound tourisms in India in the context of the tourism policies framed by the Government of India.

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