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Reg. No.....

Name.....

B.Com. DEGREE (C.B.C.S.S.) EXAMINATION, MAY 2024

Third Semester

Optional Core Course—FUNDAMENTALS OF TOURISM

(For the Optional Stream Travel and Tourism)

(2012—2016 Admissions—Mercy Chance)

{For Private Registration Candidates}

Time : Three Hours

Maximum Weight : 25

Instructions : *This question paper contains two sections. Answer Section I questions in the answer book provided. Section II Internal Examination questions must be answered in the question paper itself. Follow the detailed instructions given under Section II.*

Section I

PART A (Objective Type Questions)

Answer all questions.

Each bunch of four questions carries a weight of 1.

BUNCH I

I. Choose the correct answer from the choices given :

- 1 The first committee to be appointed India to suggest the ways and means to promote tourism is :
 - (a) Sargent Committee.
 - (b) Nanavati Committee.
 - (c) Tripathi Committee.
 - (d) Sanjay Mishra Committee.
- 2 Swathi Music Festival is annually held at ————— ?
 - (a) Thiruvananthapuram.
 - (b) Ernakulam.
 - (c) Thrissur.
 - (d) Guruyur.
- 3 Taj group of hotels are promoted by :
 - (a) ITDC.
 - (b) TATA's.
 - (c) ITC.
 - (d) None of the above.

Turn over





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4 DTPC stands for :

- (a) District Tourism Promotion Council.
- (b) Directorate of Travel Publicity council.
- (c) Direct Travel Publicity Council.
- (d) None of the above.

BUNCH II

II. Fill in the blanks :

- 5 _____ is known as the Cultural Capital of Kerala.
- 6 First planned Eco Tourism project in India is _____.
- 7 Expansion of KTDC is _____.
- 8 Marco Polo was a traveler from _____.

BUNCH III

III. State whether the following statement are True *or* False :

- 9 Manali is a hill station in the state of Punjab.
- 10 Gatiman Express is the fastest train in India.
- 11 Longest beach in India is Kovalam Beach.
- 12 There are a total of four Vedas and Rig Veda is oldest among them.

BUNCH IV

IV. Match the following :

- 13 Traveller's Bible — (a) Kannur.
- 14 Qutub Minar — (b) Attukal.
- 15 St. Angelos Fort — (c) Lonely Planet.
- 16 Sabarimal of Women — (d) New Delhi.

(4 × 1 = 4)





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PART B

*Answer any **five** questions.*

Each question carries a weight of 1.

17. What is a hill resort ?
18. Explain 3 A's of Tourism.
19. What do you mean by Pilgrimage tourism ?
20. Explain the term Sustainability in tourism ?
21. Give an account of Museums of Kerala ?
22. Give a short note on Railway transportation and its availability in Kerala ?
23. Explain the term *Heterogeneity* of Tourism Products.
24. Explain the various travel motivators ?

(5 × 1 = 5)

PART C

*Answer any **four** questions.*

Each question carries a weight of 2.

25. Give an account of various modes of transportation ?
26. Differentiate between Excursionist and Tourist ?
27. Give an account of Floating hotels of Kerala.
28. Explain the term Green Tourism ?
29. Briefly explain the role of Travel agents in tourism promotion ?
30. Explain the importance of Planning in Tourism ?

(4 × 2 = 8)

Turn over





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PART D

*Answer any **two** questions.*

Each question carries a weight of 4.

31. What is Cultural tourism ? What are the positive and negative cultural impacts of tourism ?
32. Enlist various government measures for tourism promotion.
33. Briefly explain the tourism activities at Himalayas.

(2 × 4 = 8)

