

MAHATMA GANDHI UNIVERSITY, KOTTAYAM MGU-UGP (HONOURS)

SECOND SEMESTER EXAMINATION

(2024 ADMISSION ONWARDS)

BTTM (Hons)

MG2DSCTTM100 – TOURISM BUSINESS MANAGEMENT

Duration: 1: 50 hrs

Maximum Marks: 50

Students should attempt at least one question from each course outcome to enhance their overall outcome attainability.

Part A

Short Answer Questions

Answer Any five Questions

Each question carries 2 marks

1. List out the sectors of tourism industry. [K] [CO1]
2. Define Travel agency. [K] [CO2]
3. Identify the major travel intermediaries. [U] [CO1]
4. Who is a tour operator. [U] [CO2]
5. Name two tourist trains in India. [K] [CO3]
6. What is charter air service? [U] [CO3]
7. Define MICE Tourism. [K] [CO4]
8. What is heritage hotel. [U] [CO4]

[5x2=10 marks]

Part B

Short Essay Questions

Answer Any five Questions

Each question carries 5 marks

9. Explain the different types of travel agency. [K] [CO2]
10. Identify the functions of tour operators. [U] [CO2]
11. What is supplementary accommodation? Give two examples [U] [CO4]
12. Discuss major types of water transportation. [U] [CO3]

13. Explain the MICE tourism products. [U] [CO4]
14. Explain different types of trains operating in India. [U] [CO3]
15. Examine the concept of chain hotels with examples. [U] [CO4]
16. Differentiate between scheduled and non-scheduled airlines [U] [CO3]

[5x5=25 marks]

Part C

Long Essay Questions

Answer Any one Question. Each Carries 15 marks

17. Discuss the functions of travel agents. [U] [CO2]
18. Explain different types of transportation. [U] [CO3]
19. Explain the major classifications of hotels. [U] [CO4]

[1x15=15 Marks]