



QP CODE: 25021036

25021036

Reg No :

Name :

**BBA DEGREE (CBCS) REGULAR / REAPPEARANCE / MERCY CHANCE
EXAMINATIONS, FEBRUARY 2025**

Sixth Semester

Bachelor of Business Administration

**CHOICE BASED CORE COURSE - BA6CBT34 - PRINCIPLES OF TOURISM
MANAGEMENT**

2017 Admission Onwards

C6A25D60

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. What you mean by recreation?
2. Mention various types of modern trends in tourism.
3. Mention any four impacts tourism.
4. What you mean by sales multiplier?
5. Explain attractions.
6. Write short notes on fairs and festivals in India.
7. Write a short note on the importance of planning in tourism.
8. Write a short note on tourism planning process.
9. What are the various categories of carrying capacity?
10. What is the need of tourism measurement?
11. Write a short note on the problems of measurement.
12. What you mean by characteristic statistics?

(10×2=20)

Part B

*Answer any **six** questions.*

*Each question carries **5** marks.*





13. Explain dark tourism with examples.
14. Discuss the relevance of ram tourism with examples.
15. Explain the significance of tourism in India.
16. Discuss the adverse effects of tourism.
17. Discuss the functions of travel agencies and tour operators.
18. Explain the road and water transportation in India.
19. Critically analyse the relationship of carrying capacity and tourism planning.
20. Discuss the various threats faced by the Indian tourism.
21. Explain various methods for measuring international tourist arrivals.

(6×5=30)

Part C

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. Discuss the role of tourism industry in India's development.
23. Examine the economic significance of tourism in Indian perspective.
24. List out the major tourist attractions in India.
25. Critically evaluate the relation between environmental planning and tourism.

(2×15=30)

