



QP CODE: 24001278

Reg No :

Name :

BBA DEGREE (CBCS) REGULAR / REAPPEARANCE EXAMINATIONS, MARCH 2024

Sixth Semester

Bachelor of Business Administration

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

2017 Admission Onwards

C7880E2D

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

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

1. What you mean by recreation?
2. Write a short note on ethnic tourism.
3. What is significance of tourism in Indian economy?
4. Write a short note on employment generation.
5. Explain accommodation facilities.
6. Write about religious attractions.
7. What is planning of administrative structure in tourism?
8. Write short note on environmental planning.
9. What are the various categories of carrying capacity?
10. Write a short note on the problems of measurement.
11. What you mean by volume statistics?
12. What you mean by sample survey?

(10×2=20)



Part B

*Answer any **six** questions.*

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

13. Discuss holidaying and sight-seeing tourism.
14. Discuss the relevance of ram tourism with examples.
15. Explain psychological impact of tourism.
16. Discuss multiplier effect in tourism.
17. Explain the various types of tourism facilities and attractions.
18. Discuss the various transportation services in India.
19. Explain the tourism potential of India.
20. Write about the influencing factors of carrying capacity.
21. Discuss the need of tourism measurement.

(6×5=30)

Part C

*Answer any **two** questions.*

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

22. Examine the characteristics of Indian tourism industry.
23. Critically evaluate the adverse effects of tourism.
24. "India is the land of festivals". Critically analyse
25. Examine the influence of natural calamities, epidemic and war in tourism planning.

(2×15=30)

