



25019785

QP CODE: 25019785

Reg No :

Name :

**B.A DEGREE (CBCS)) REGULAR/ IMPROVEMENT/ REAPPEARANCE / MERCY
CHANCE EXAMINATIONS, FEBRUARY 2025**

Fourth Semester

B.A Political Science Model II Mass Communication and Journalism

**Complementary Course - PS4CMT09 - EMERGING TRENDS IN TRAVEL AND
TOURISM**

2017 Admission Onwards

6185807B

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

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

1. Describe and explain the terms market, marketing and selling .
2. Write the explicit components of Tourism product.
3. Describe the importance of public relations in tourism.
4. Write the name of any two computer softwares for ticketing.
5. Make a short note on tour itinerary.
6. Give examples of online advertising in tourism.
7. Explain GDP.
8. Analyse the evil impact of tourism on environment.
9. Give a summary about Physical carrying capacity of a destination.
10. Explain the importance of Group InclusiveTour.
11. Explain the concept of Motel.
12. Briefly explain the new practices in the tourism industry of Kerala.

(10×2=20)

Part B

*Answer any **six** questions.*

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





13. Examine the merits and demerits of market segmentation.
14. Assess the Sales promotion techniques.
15. Write a short essay on online marketing of Tourism product.
16. Assess the Role of IT in hotel and travel agency business.
17. Write the objectives of conservation management.
18. Describe Pepper Tourism. Analyse how it can create employment opportunities through sustainable practices.
19. Describe HR. Write the role of HR in Tourism industry.
20. Mention any four world heritage monuments and their locations in India. Examine the challenges they face.
21. Examine the benefits of tourism in Developing countries.

(6×5=30)

Part C

*Answer any **two** questions.*

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

22. Discuss the role of market research in marketing the Tourism product.
23. Examine the role of IT in hotel and Airline business.
24. Analyse environmental sustainability. Write its contribution for the tourism development.
25. Explain the various cultural elements of Kerala tourism.

(2×15=30)

