

QP CODE: 24900048



Reg No:.....

Name:.....

**MAHATMA GANDHI UNIVERSITY, KOTTAYAM**  
**FIRST SEMESTER MGU-UGP (HONOURS) REGULAR**  
**EXAMINATION NOVEMBER 2024**

**First Semester**

**Discipline Specific Core Course - MG1DSCTTM100**

**INTRODUCTION TO TOURISM**

**(2024 ADMISSION ONWARDS)**

Duration: 1.5 Hours

Maximum Marks: 50

**Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Interest (I),  
Appreciation (Ap), and Skill (S)**

*Students should attempt atleast one question from each course outcome to enhance their overall  
outcome attainability.*

[Learning Domain][CO No(s)]

**Part A**

Short Answer Type Questions

Answer any 5 questions

Each question carries 2 marks

- |   |   |     |     |
|---|---|-----|-----|
| 1 | Name the inventors associated with the development of the telephone and the internet. | [K] | [1] |
| 2 | List the different types of travel intermediaries.                                    | [K] | [1] |
| 3 | State any two postive impact of leisure tourism.                                      | [U] | [1] |
| 4 | Identify the common factors influencing tourist travel decisions.                     | [U] | [2] |
| 5 | What are safety and security needs in the hierarchy of needs?                         | [U] | [2] |
| 6 | Differentiate between inbound and outbound tourism                                    | [U] | [3] |
| 7 | Define agri tourism   | [K] | [3] |
| 8 | What is the primary role of Department of Tourism Government of India?                | [K] | [4] |

(5 × 2 = 10)

**Part B**

Short Essay Type Questions

Answer any 5 questions

Each question carries 5 marks

- |    |  |      |     |
|----|--|------|-----|
| 9  | Describe the impact of advancements in transportation on global tourism development.                                   | [U]  | [1] |
| 10 | What are push and pull factors in travel? Explain briefly  | [U]  | [2] |
| 11 | Explain how Plog's Psychographic Theory can be applied by tourism marketers when targeting different tourist segments. | [U]  | [2] |
| 12 | Explain the concept of cultural commodification in tourism and provide examples of how it can affect local traditions. | [U]  | [3] |
| 13 | Evaluate the effectiveness of tourism measurement in promoting tourism in India.                                       | [E]  | [3] |
| 14 | Discuss the relationship between the Ministry of Tourism and state tourism departments in promoting tourism.           | [U]  | [4] |
| 15 | Analyze the challenges India faces in maintaining sustainable tourism development in the modern era.                   | [An] | [4] |

(5 × 5 = 25)

**Part C**

Long Essay Type Questions

Answer any 1 questions

Each question carries 15 marks

- |    |   |      |     |
|----|---|------|-----|
| 16 | Examine the environmental consequences of mass tourism on natural ecosystems, and provide examples of how certain regions have been affected. | [U]  | [3] |
| 17 | Why was the Silk Road important for early travellers.   | [K]  | [1] |
| 18 | How has the policy framework established by the ministry of tourism evolved over the past decade to address changing trends in global tourism | [An] | [4] |

(1 × 15 = 15)

**END OF THE QUESTION PAPER**

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