



24

**I Semester B.A./B.Com. (Vocational) Examination, April/May 2021
(CBCS) (2020-21 and Onwards) (Fresh)
TOURISM AND TRAVEL MANAGEMENT
Paper – 1.5 : Tourism Business – I**

Time : 3 Hours

Max. Marks : 70

SECTION – A

1. Answer **any 5** out of 6 questions. **Each** carries 2 marks. **(5×2=10)**
- What do you understand by the term Accommodation ?
 - What is Grand Tour ?
 - What do you understand by traditional accommodation ? Give examples.
 - What is Incredible India Campaign ?
 - Expand ITDC and NTA.
 - Mention any two objectives of Tourism Planning.



SECTION – B

Answer **any 3** out of 4 questions. **Each** carries 5 marks. **(3×5=15)**

- Briefly explain how the industrial revolution has influenced the growth of the Tourism Industry.
- Differentiate primary and secondary accommodation.
- What is the importance of Air travel in tourism ?
- What are the push and pull travel motivators of tourists ?

SECTION – C

Answer **any 3** out of 4 questions. **Each** carries 15 marks. **(3×15=45)**

- 'Tourism is multi disciplinary in nature'. Elaborate.
- Explain the role of railways in promoting tourism.
- Discuss the economic impact of tourism in a developing country.
- Explain the various initiatives taken by Government of India to promote tourism in the country and abroad.