



MBA.T.II/05.12. 341

**MBA (TRAVEL AND TOURISM) DEGREE II SEMESTER EXAMINATION  
MAY 2012**

**SMT 2406 BUSINESS AND TOURISM ENVIRONMENT**

Time: 3 Hours

Maximum Marks: 50

(5 × 10 = 50)

- I. A. Write in brief, the nature and types of business environment with suitable examples.  
OR  
B. Discuss the importance of environmental scanning and monitoring in business.
- II. A. Elucidate on the economic environment of business in India.  
OR  
B. Critically evaluate the significance of the recent Indian tourism policy.
- III. A. Highlight the impact of globalisation in the tourism industry of India.  
OR  
B. Analyse the contributions of the recent government policy towards capital and foreign collaborations.
- IV. A. Discuss the changing roles of development banks in India.  
OR  
B. Elucidate on the internal and external sources of finance for business in India.
- V. A. What are the factors which determine the competitive advantage of nations?  
OR  
B. Write in detail about the international economic institutions.

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