



MBA.T.II/11. 252

M.B.A DEGREE (TRAVEL AND TOURISM) II SEMESTER EXAMINATION APRIL 2011

SMT 2206 BUSINESS AND TOURISM ENVIRONMENT

Time: 3 Hours

Maximum Marks : 50

(All questions carry EQUAL marks)

(5 x 10 = 50)

- I. A. Write brief note on the following:
- (i) Corporate Intelligence
 - (ii) Critical Success Factors
 - (iii) Culture and Value System
 - (iv) Political Environment
- OR**
- B. Illustrate the impact of fiscal and monetary policies on tourism business.
- II. A. Elucidate on Contra – Cyclical policies in Indian Financial System.
- OR**
- B. Discuss the impact of World Trade Organisation on India.
- III. A. Highlight the salient features of Indian Tourism Policy.
- OR**
- B. Explain the scope and implications of Competition Law.
- IV. A. “The world is not globalising, it is regionalizing”. Critically evaluate the statement.
- OR**
- B. Describe the provision of licensing and regulations under Industrial Policy.
- V. A. Describe the functions of a development bank.
- OR**
- B. Elucidate on the economic impact of tourism.
