

MBA.III/11.16.0686

Reg. No.



MBA (TT) DEGREE III SEMESTER EXAMINATION NOVEMBER 2016

SMT 2301 GLOBAL TOURISM GEOGRAPHY
(Regular and Supplementary)

Time: 3 Hours

Maximum Marks: 50

PART A
(Answer *ALL* questions)

(5 × 2 = 10)

1. What is climatic region?
2. What is lithosphere?
3. What is passport?
4. What is Jet Lag?
5. What is TIM?

PART B
(Answer *ANY FIVE* questions)

(5 × 4 = 20)

6. Describe various features of physical geography in South America.
7. Briefly describe three important places of tourism attractions in Africa Continent.
8. Describe the significance of Hong Kong as a Shopping Tourism Destination.
9. Explain different climatic regions in Asia continent.
10. Explain different types of passport in India.
11. Briefly present different types of VISA.
12. Explain the change of socio-economic conditions of Europe in determining tourism demand for outbound travel.

PART C
(Answer *ANY TWO* questions)

(2 × 10 = 20)

13. Broadly describe Switzerland as an adventure tourism destination.
14. 'Malaysia Truly Asia' – the tagline of Malaysia for tourism promotion, justify the campaign.
15. Explain the success story of China being an emerging global inbound tourism destination.
