

MBA.(TT)II/05.15.0536

Reg. No.

--	--	--	--	--	--	--	--

C

M.B.A. (TT) DEGREE II SEMESTER EXAMINATION MAY 2015

SMT 2207 PRINCIPLES AND PRACTICES OF TOURISM

(Regular and Supplementary)

Time: 3 Hours

Maximum Marks: 50

PART A

(Answer *ALL* questions)

(5 × 2 = 10)

1. Differentiate between Inbound and Outbound tourism.
2. Present entertainment as a vibrant component of tourism industry.
3. State what is carrying capacity and why is it important for tourism destinations.
4. Expand the following:
(a) FHRAI (b) WTTC (c) PATA (d) IHA
5. What is the positive and negative effects of ecotourism?

PART B

(Answer *ANY FIVE* questions)

(5 × 4 = 20)

6. "Tourism is a multi-faceted industry". Illustrate.
7. Explain with appropriate examples the structure of tourism industry.
8. Elucidate the sustainable tourism practices in fragile destinations.
9. What do you mean by tourism network? Write how it is important in the development of Tourism?
10. Explain the aims and functions of PATA.
11. Give an account of the ecological impacts of tourism.
12. Present the salient aspects with respect to tourism in the Twelfth Five Year Plan.

PART C

Answer *ANY TWO* questions

(2 × 10 = 20)

13. Illustrate with appropriate examples the positive and negative socio-cultural impacts of tourism.
14. Critically examine the Government of India's efforts in tourism promotion using the agendas of National Action Plan, 1992.
15. "IATA is the premier organization committed towards streamlining the aviation industries of the world". Discuss.