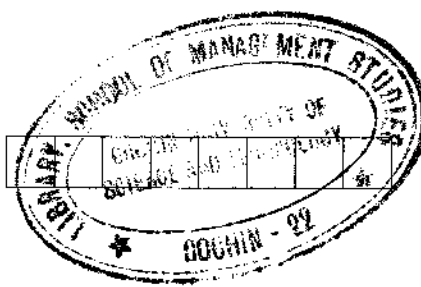


MBA.IV/05.16.0366

Reg.No.



B

MBA (TT) DEGREE IV SEMESTER EXAMINATION MAY 2016

SMT 2404 DESTINATION MANAGEMENT

(Regular and Supplementary)

Time : 3 Hours

Maximum Marks : 50

PART A

(Answer *ALL* questions)

(5 × 2 = 10)

1. Define travel motivation.
2. What is a tourism destination?
3. What is market segmentation?
4. Define ecology.
5. Why demand for pilgrim tourism is inelastic?

PART B

(Answer *ANY FIVE* questions)

(5 × 4 = 20)

6. What are the factors influencing tourist behavior?
7. What are the major constraints to international travel?
8. How do you assess tourism potential of region?
9. Prepare the profile of a pilgrim tourism destination in India.
10. Discuss how sports and tourism are related.
11. Examine the scope of developing heritage tourism in Kerala.
12. Examine the role of Public Relation in tourism

PART C

(Answer *ANY TWO* questions)

(2 × 10 = 20)

13. What is event management? Discuss the various steps involved in planning and organizing an event.
14. Discuss the role of Destination Management Organization in promoting tourism business.
15. Identify any one popular ecotourism destination in India and examine how far the destination has succeeded in implementing the four basic principles of ecotourism.
