



0077143

K19U 2290

Reg. No. : .....

Name : .....

V Semester B.B.A (TTM) Degree (CBCSS - Reg./Sup./Imp.) Examination,  
November-2019

(2014 Admn. Onwards)

CORE COURSE

5B11 BBA(TTM) : TOURISM MANAGEMENT

Time : 3 hours

Max. Marks : 40

**SECTION - A**

Answer the **four** questions. Each question carries  $\frac{1}{2}$  mark. (4× $\frac{1}{2}$ =2)

1. Define Tourism Demand.
2. What is carrying capacity?
3. What do you mean by sustainable Tourism?
4. What are Tourism Products?



**SECTION - B**

Answer any **four** questions. Each question carries 1 mark. (4×1=4)

5. What is Volume statistics?
6. State the significance of Tourism Satellite Account.
7. Give an account of the modern tourism amenities.
8. Write a brief note on the Incredible India campaign.
9. What is Market Segmentation?
10. Mention two tourism publicity materials.

P.T.O.

**SECTION - C**

Answer any **six** questions. Each question carries **3** marks. (6×3=18)

11. Write an essay on the measurement of tourism.
12. Explain the different types of motivation.
13. Describe the economic impacts of tourism.
14. Explain the levels of tourism planning.
15. Highlight the characteristics of tourism products.
16. Discuss the constituents of the marketing mix in tourism.
17. Explain the impacts of social media marketing in tourism.
18. Discuss the strategies devised by tourism companies to meet the challenges of off-season.

**SECTION - D**

Answer any **two** questions. Each question carries **8** marks. (2×8=16)

19. Present the importance of compilation of tourism statistics and analyse the trends of world tourist arrivals and tourist spending in the past 5 years.
  20. Discuss the environmental considerations in tourism planning.
  21. Elucidate the bases for market segmentation in tourism.
-