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TH241150MINB

Reg. No.....

Name.....

FYUG PROGRAMME EXAMINATION, NOVEMBER 2024**(2024 Admission Regular)****SEMESTER I – MINOR B TOURISM (FRENCH)****TO1DSCB101B24 - INTRODUCTION TO TOURISM****Time: 1.5 Hours****Maximum Marks: 50****PART A****I. Answer all questions (MCQ). Each question carries 1 mark**

Q.No:	QUESTIONS	CO	LEVEL
1.	Which of the following is a 'natural attraction'? a) Disneyland b) Taj Mahal c) Niagara Falls d) Museum of Modern Art	1	K
2.	Which of the following is a 'physical motivator' for travel? a) Cultural immersion b) Relaxation and health improvement c) Business networking d) Family bonding	1	K
3.	Name the smallest continent by land area. a) Antarctica b) Europe c) Australia d) South America	1	K
4.	Which tourism segment focuses on travel for religious purposes? a) Adventure tourism b) Pilgrimage tourism c) Ecotourism d) Business tourism	3	E
5.	Which element of tourism includes airlines, railways, and road transport? a) Tourism services b) Hospitality c) Transport infrastructure d) Ancillary services	3	E

(5x1=5)**II. Answer all questions in one word. Each question carries 1 mark**

Q.No:	QUESTIONS	CO	LEVEL
6.	What element of tourism includes hotels and resorts?	1	K
7.	Which international organization adopted the Manila Declaration?	2	U

8.	Which element refers to natural or man-made places of interest?	2	U
9.	In which year Manila Declaration was declared?	2	U
10.	What campaign is aimed at attracting foreign tourists to India?	2	U

(5x1=5)

PART B

III. Answer any six questions in one paragraph. Each question carries 5 marks.

Q.No:	QUESTIONS	CO	LEVEL
11.	Estimate the elements of Tourism.	3	E
12.	Evaluate the key principles of Manila Declaration.	3	E
13.	Explain the economic impact of tourism in a host destination.	2	U
14.	Explain with the help of a diagram the Plog's Psychographic tourist typology.	2	U
15.	Summarize any two major tourism schemes of India.	2	U
16.	Write a note on Tourism Demand and its factors.	4	A
17.	Illustrate Net travel propensity and Gross travel propensity with an example.	4	A
18.	Describe Cohen's typology of tourists.	2	U

(6x5=30)

PART C

IV. Answer any one question. The question carries 10 marks.

Q.No:	QUESTIONS	CO	LEVEL
19.	Examine the key segments of the tourism industry.	5	An
20.	Describe in detail with a diagram about Leiper's model of tourism system.	2	U

(1x10=10)

CO : Course Outcomes Level : R – Remember, U – Understand, Ap- Apply, An- Analyze, E- Evaluate, C- Create