

Semester End Assessment June 2022

Programme: B.COM

Subject: Commerce

Course Code: UCOG116

Course Title: Tourism and Hospitality Management

Category: Generic Elective

Semester: II

Time: 2 hours

Max. Marks: 80

Instructions:

1. *The question paper contains 6 questions*
2. *All questions are compulsory*
3. *Answer Q.1 & Q.2 in not more than 100 words*
4. *Answer Q.3 to Q.6 in not more than 400 words*
5. *Figures to the right in brackets indicate maximum marks*

Q. No. 1 Write a short note on **any four** of the following (4 X 4 = 16)

- a Tour and Tourist.
- b Tourism Products.
- c Importance of Tourism
- d Domestic Tourism
- e Inbound and Outbound Tourism
- f Rural Tourism

Q. No. 2 Write a short note on **any four** of the following (4 X 4 = 16)

- I Negative Political impact of Tourism.
- II Positive Political impact of Tourism.
- III Socio-cultural impact of Tourism.
- IV Hospitality Industry.
- V Nature of Hospitality Industry.
- VI Types of Tourism Products.

Q. No. 3 Answer **any one** of the following (1 X 12 = 12)

- A State and explain 5 A's of Tourism.
- B Distinguish Between Tourism Products and Other Products.

- Q. No. 4 Answer **any one** of the following (1 X 12 = 12)
- C Explain any 6 forms of tourism.
 - D Explain any 6 factors affecting the growth of tourism.
- Q. No. 5 Answer **any one** of the following (1 X 12 = 12)
- E Explain the economic impact of Tourism.
 - F Explain in detail the positive and negative environmental impact of tourism.
- Q. No. 6 Answer **any one** of the following (1 X 12 = 12)
- G Explain the sectors comprising of Hospitality Industry.
 - H State and explain the characteristics of Tourism.
