

VPCCECM *Special*
FYBCOM Semester End Assessment (~~Regular/Repeat~~)

June 2023

Course Title: Tourism and Hospitality Management

Course Code:

Category: Generic Elective

Semester: II

Duration: UCOG116 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)

- I Negative Environmental 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. 2 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. 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.

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- 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 negative social impact of tourism.
 - F Explain in detail the positive 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.
