

**Semester End Assessment June 2023 (Special Repeat)**

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 spread across 2 pages*
  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      Importance of Tourism
  - b      Domestic Tourism.
  - c      Tourism Market.
  - d      Tourism resources.
  - e      International tourism.
  - f      Rural Tourism.
- Q. No. 2      Write a short note on **any four** of the following (4 X 4 = 16)
- I      Political impact of Tourism.
  - II      Negative Cultural impact of Tourism.
  - III      Positive Social 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 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 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.

\*\*\*\*\*