



Name :

Roll No. :

Invigilator's Signature :

CS/BHM/SEM-5/HM-513/2009-10

2009

TRAVEL & TOURISM MANAGEMENT

Time Allotted : 3 Hours

Full Marks : 70

The figures in the margin indicate full marks.

*Candidates are required to give their answers in their own words
as far as practicable.*

GROUP – A

(Multiple Choice Type Questions)

1. Choose the correct alternatives of the following : 10 × 1 = 10

i) Where is Dwaraka ?

a) Gujarat

b) Mumbai

c) Tamil Nadu

d) Goa.

ii) Where is Black Pagoda ?

a) Konark

b) Karnataka

c) Kerala

d) Ujjain.

CS/BHM/SEM-5/HM-513/2009-10



- iii) What is the full form of IATO ?
- a) Indian Association of Tour Operators
 - b) International Association of Travel Operators
 - c) Indian Association of Travel Opaerators
 - d) Intercontinental Association of Tour Operators.
- iv) Where is the head office of IATA ?
- a) Montreal
 - b) Madrid
 - c) Brussels
 - d) Barcelona.
- v) In the year Thomas Cook started operating package tours.
- a) 1841
 - b) 1848
 - c) 1855
 - d) 1835.
- vi) Tour operators who promote tours to domestic destinations are called
- a) inbound
 - b) outbound
 - c) domestic
 - d) mass market.
- vii) Where is Gir National Park ?
- a) Mumbai
 - b) Gujarat
 - c) Kolkata
 - d) Delhi.

CS/BHM/SEM-5/HM-513/2009-10



GROUP – C
(Long Answer Type Questions)

Answer any *three* of the following. $3 \times 15 = 45$

7. What are the major transport systems in India ? Explain the importance of transport in tourism. 5 + 10

8. Explain the role of travel agency and tour operators in the promotion of tourism. Make a detailed tour itinerary of Kerala and Rajasthan for 5 days each. 5 + 10

9. What do you mean by tourism ? Explain the different types and forms of tourism. 5 + 5 + 5

10. What is product in the context of tourism industry ? What are the features of a tourism product ? 5 + 10

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