



Name :

Roll No. :

Invigilator's Signature :

CS/BHM (OLD)/SEM-5/HM-513/2010-11

2010-11

TRAVEL AND 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 for any *ten* of the following :

10 × 1 = 10

- i) 'WLS' means
 - a) World Leisure Society
 - b) Wild Life Sanctuary
 - c) Wonderful Local Support.
- ii) I.T.D.C. stands for
 - a) India Tourism Development Corporation
 - b) India Tourist Development Corporation
 - c) Indian Tourism Development Corporation.
- iii) I.A.T.A. stands for
 - a) Indian Air Traffic Association
 - b) International Air Transport Association
 - c) Indian Air Travellers Association.

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- iv) W.T.O. stands for
 - a) Whole Sale Tour Operator
 - b) World Wide Tour Operator
 - c) World Tourism Organization.
- v) I.R.C.T.C. stands for
 - a) Indian Railway Catering & Tourism Corporation
 - b) Indian Regional Catering & Travel Corporation
 - c) Indian Railway Catering & Travel Company.
- vi) G.I.T. stands for
 - a) Group Individual Tour
 - b) Group Inclusive Tour
 - c) Group International Tourist.
- vii) Nongkren Festival is observed at
 - a) Kerala
 - b) Mehghalaya
 - c) Himachal Pradesh.
- viii) The Great Elephant March takes place at
 - a) Palaghat
 - b) Trichur
 - c) Maduri.
- ix) Gangasagar Mela is festival of
 - a) Karnataka
 - b) West Bengal
 - c) Rajasthan.



- x) Gangaur Festival is observed at
- Hyderabad
 - Simla
 - Jaipur.
- xi) The Spring comes during
- March-June
 - June-September
 - September-December.
- xii) Autumn comes during
- March-June
 - June-September
 - None of these.
- xiii) Nehru Boat Race takes place at
- Visakhapattanam
 - Haldia
 - Alleppey.

GROUP – B

(Short Answer Type Questions)

Write short notes on any *three* of the following.

3 × 5 = 15

- Inbound & Outbound Tourist.
- Domestic & International Tourist
- Festival Season.
- 4s in Tourism Motivation.
- Indian Coast Line.
- National Highways.

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GROUP – C

(Long Answer Type Questions)

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

8. Explain the concept of Tourism. What are the different types of tourism ?
9. Discuss the different products of tourism.
10. What are the basic components of tourism ? Discuss the role.
11. Write a note on IATA.
12. Why do people travel ?
13. Discuss the role of hotel in growth of tourism.

