



Name :

Roll No. :

Invigilator's Signature :

CS/BTTM/SEM-1/TTM-101/2011-12

2011

TOURISM PRINCIPLES & PRACTICES

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 the following :

10 × 1 = 10

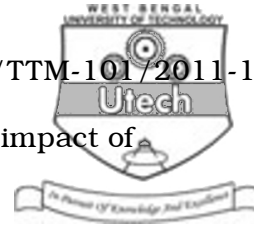
- i) Which one of the following is not a basic component of tourism ?
 - a) Transportation
 - b) A travel agent
 - c) Accommodation
 - d) Attraction.

- ii) FIT stands for
 - a) Free Individual Tourist
 - b) Free Inclusive Tourist
 - c) Free International Tourist
 - d) Foreign Individual Tourist.

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- iii) Agati Island is situated in
- a) Lakshadweep b) Kochin
- c) Goa d) Andaman.
- iv) The headquarters of ICAO is located at
- a) Philippines b) Sweden
- c) United States d) Canada.
- v) One tourist is travelling from India to Singapore. What kind of traveller he is ?
- a) Outband b) Domestic
- c) Inbound d) none of these.
- vi) Push strategy is directed towards the
- a) customer b) wholesaler
- c) product d) none of these.
- vii) Konark temple represents which form of architecture ?
- a) Dravidian b) Nagara
- c) Vesara d) Kalingan.
- viii) Pongal is the harvest festival in
- a) Kerala b) Karnataka
- c) Tamil Nadu d) Andhra Pradesh.



- ix) Which of the following is the negative impact of tourism ?
- a) Regional development
 - b) Tourism leakages
 - c) Foreign exchange earning
 - d) Infrastructure development.
- x) The registered office of TAAT is located at
- a) Delhi
 - b) Kolkata
 - c) Mumbai
 - d) Chennai.

GROUP – B

(Short Answer Type Questions)

Answer any *three* of the following. $3 \times 5 = 15$

2. Name five motivating factors. How do they influence people to travel ?
3. What are inbound, outbound and domestic tourisms ? Explain with suitable examples.
4. What are the different components and elements of tourism industry ?
5. Write a note on Plog's model of tourist typology.
6. What are the characteristics of tourism supply ?

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GROUP – C

(Long Answer Type Questions)

Answer any *three* of the following.

3 × 15 = 45

7. Examine the role of pull and push factors in Tourism.
8. Discuss the positive role of seasonality in Tourism promotion.
9. Explain the role and responsibility of NTO in Tourism promotion.
10. Explain the socio-economic impact of tourism in a country like India.
11. What are the different travel motivators ? Analyse the role of V.F.R. as a travel motivator.

