

Roll No.

MTM–101/MTTM–101

Tourism Concepts and Linkages

Master of Tourism and Travel Management

(MTM-12/MTTM-16/17)

First Semester, Examination, 2018

Time : 3 Hours

Max. Marks : 40

Note : This paper is of **forty (40)** marks containing **three (03)** Sections A, B and C. Attempt the questions contained in these Sections according to the detailed instructions given therein.

Section–A

(Long Answer Type Questions)

Note : Section ‘A’ contains four (04) long answer type questions of nine and half ($9\frac{1}{2}$) marks each. Learners are required to answer *two* (02) questions only.

1. Explain meaning, nature and scope of tourism with suitable examples.
2. Elucidate chain of product distribution in tourism industry with practical examples.
3. Discuss pull and push forces of tourism industry.
4. Write a detailed essay on tourism system.

(B-83) P. T. O.

Section-B**(Short Answer Type Questions)**

Note : Section 'B' contains eight (08) short answer type questions of four (04) marks each. Learners are required to answer *four* (04) questions only.

1. What do you understand by the emerging trends of tourism ?
2. Explain elements of tourism.
3. Discuss the forces responsible to develop tourism at a rapid speed.
4. What is the role of motivation in growth and development of tourism industry ?
5. What are tourism conglomerates and common interest bodies ?
6. Write a short note on functional perspectives of tourism trade.
7. Discuss the meaning of tourism demand.
8. What do you understand by tourism supply mix ?

Section-C

Note : Section 'C' contains ten (10) questions of half ($\frac{1}{2}$) mark each. All the questions of this Section are compulsory.

What do you understand by the following ?

1. Travellers
2. Outbound tourism

3. Recreation
4. Tour package
5. Doom tourism
6. Tour operator
7. Inseparability of tourism products
8. Tourism leakages
9. Elements of tourism marketing mix
10. LCC in airline industry