

Roll No.

MTM–203/MTTM–203

International Tourism : Trends and Typologies

Master of Tourism and Travel Management

(MTM–12/MTTM–16/17)

Second 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. Learners are required to 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. Highlight the valuable structure of MICE tourism in detail.
2. Explain the key global tourism markets with suitable examples.
3. Highlight terms BIA and DOT.
4. Discuss the “Tourism and Globalization” and its supporting industry with suitable example.

(B-99) 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. Explain the contemporary trends in tourism.
2. Highlight the terms medical and health tourism.
3. What do you mean by leading destination countries ?
4. Elaborate the International Tourism.
5. Discuss the tourism and world peace in the cognitive era.
6. Define segmentation and its key features.
7. Explain the tourists demand in detail.
8. Highlight the tourist traffic trends.

Section-C**(Objective Type Questions)**

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

Choose the correct alternative :

1. The number of affiliate members of the WTO is :
 - (a) 272
 - (b) 172
 - (c) 170
 - (d) 270
2. Which one of the following is a part of adventure tourism ?
 - (a) Swimming

- (b) Bowling
 - (c) Bungee Jumping
 - (d) Chess
3. Recreation is a :
- (a) Product
 - (b) Service
 - (c) Privilege of a tour operates
 - (d) Privilege of a tour guide
4. Which of the following is not a part of the infrastructure of tourism ?
- (a) Natural spots
 - (b) Surais
 - (c) Rape ways
 - (d) Government owned factories
5. A push strategy is directed towards the :
- (a) Wholesaler
 - (b) Customer
 - (c) Producer
 - (d) None of these
6. Leisure is a/an :
- (a) Concept
 - (b) Activity
 - (c) Adventure
 - (d) Timeframe
7. Name the largest Island in the world :
- (a) Greenland
 - (b) Madagascar
 - (c) Great Britain
 - (d) New Guinea

8. Which one of the following is not a Himalaya river ?
- (a) The Ganges
 - (b) Cauvery
 - (c) Sutlej
 - (d) Bear
9. What is the unique feature of a product ?
- (a) It is meant to be delivered to the customer.
 - (b) It is perishable.
 - (c) Its components are predominantly products.
 - (d) It is cheap most of the times.
10. Which one of the following is not a part of the infrastructure of tourism ?
- (a) Natural spot
 - (b) Sarais
 - (c) Ropeways
 - (d) Government owned factories