

BTS 101/BTTM-101
TOURISM, CONCEPTS AND
LINKAGES
Bachelor of Tourism and Travel
Management
(BTS-12/BTTM-16/17)

1st SEMESTER EXAMINATION, 2019

Time : Three Hours

Max. Marks : 40

Note : The question paper is of Forty (40) marks divided into three (03) section, 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. The learners are required to answer only two (02) questions. ($2 \times 9\frac{1}{2} = 19$)

1. Who is a tourist? Explain characteristic of tourist.
2. What do you mean by travel motivation? Explain different type of travel motivation.
3. What do you mean by chain of distribution? Explain.
4. What is tourism supply mix and how do they function?

Section-B

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

(4×4=16)

1. Explain different types of tourist attraction?
2. Explain the relationship of tourism with other disciplines.
3. Identify factors affecting tourism positives.
4. Which are the pull forces of tourism. Explain each of them.

5. Discuss issues of tourism industry.
6. Explain complex and dynamic relationship of tourism industry.
7. What are the key features of tourism product? Explain each of them with examples.
8. Explain different forms of tourism.

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. ($\frac{1}{2} \times 10 = 5$)

1. The ancient Phoenicians were the fore number of seaports around the Mediterranean.
True/False
2. Marco polo is the 13th Century. Explored the land and routes from Europe to North America.
True/False
3. The drifters get associated with the life style of local community and prefer to be of part of the community.
True/False

4. Diversionary tourists do not always seek places to escape from the routine cycle of its at home. True/False
5. Allocentric tourists prefer to explore new and exotic places by taking risks. True/False
6. Demonstration effect pertains to the changes in attitudes values and behaviour of the host community. True/False
7. Sumerians first introduced money in about 4000 B.C. tourism. True/False
8. Bandhavgarh National Park in MP is known for wildlife tourism. True/False
9. Irritation index theory was introduced by in 1975 by Bufler. True/False
10. Kumbalangi located near ernakulnm is a typical eco-tourism site. True/False
