

Reg. No.....

Name.....

B. COM DEGREE END SEMESTER EXAMINATION OCTOBER 2017**SEMESTER – 3: COMMERCE (OPTIONAL COURSE FOR B.COM TRAVEL AND TOURISM)****COURSE: 15U30PCTT1 –: FUNDAMENTALS OF TOURISM***For Regular (2016 Admission) & Supplementary / Improvement (2015 Admission)*

Time: Three Hours

Max. Marks: 75

SECTION – A*Answer **all** questions. Each question carries **two** marks.*

1. Define Tourism Product.
2. Differentiate tourist and traveller.
3. What are the different types of tourism products?
4. Explain sports tourism?
5. What do you mean by heterogeneity of tourism product?
6. Explain special interest tourism?
7. Name any four museums of Kerala.
8. What is ASI?
9. Explain domestic tourism.
10. Define the term intangibility in tourism.

(2 × 10 = 20)

SECTION – B*Answer **any five** questions. Each question carries **five** marks.*

11. Discuss the economic impacts of tourism.
12. What is rural tourism and what are its major benefits?
13. Explain the various stages in tourism planning process.
14. Briefly explain the different types of adventure tourism?
15. Write a short note on beach tourism in India.
16. Explain Water Act?
17. Write a note on leading architectural monuments of India.

(5 × 5 = 25)

SECTION – C*Answer **any three** questions. Each question carries **ten** marks.*

18. Explain the different tourism products of Kerala with suitable examples?
19. Explain the role of Responsible tourism and Ecotourism in the conservation of ecology and environment.
20. Explain the slogan “India is a land of all season and for all reason”.
21. Discuss the positive and negative economic and environmental impacts of tourism.
22. Write an essay on different types of tourism with suitable examples.

(10 × 3 = 30)
