

**B A, BSC, BCOM DEGREE END SEMESTER EXAMINATION – MARCH 2026**  
**UGP (HONS.) SEMESTER – 4: – DISCIPLINE SPECIFIC ELECTIVE**  
**COURSE CODE - 24UCOMDSE222: INTERNATIONAL BUSINESS FUNDAMENTALS**  
**AND TOURISM**  
*(For Regular 2024 Admission)*

Time: 1.5 Hours

Max. Marks: 50

**SECTION A – Very Short Answer**

***(Answer any five questions. Each carries 2 marks. Total 10 marks)***

1. Define comparative advantage in international tourism with an example. (CO1 – U)
2. What is meant by global supply chain in tourism? (CO1 – U)
3. Distinguish between standardization and adaptation in international marketing. (CO2 – U)
4. State any two cultural dimensions given by Hofstede. (CO3 – R)
5. What is currency risk in the international tourism business? (CO4 – U)
6. Expand ICAO and mention one of its roles in global tourism. (CO5 – R/U)

**(2 × 5 = 10)**

**SECTION B – Short Reasoning**

***(Answer any three questions. Each carries 5 marks. Total 15 marks)***

7. Explain how multinational corporations (MNCs) influence tourism development in emerging economies. (CO1 – An)
8. “Digital marketing has transformed destination branding globally.” Justify with suitable examples. (CO2 – E)
9. Discuss how cultural sensitivity improves service quality in international tourism businesses. (CO3 – An)
10. Explain the impact of foreign exchange fluctuations on outbound tourism. (CO4 – An)
11. Why are visa policies crucial in determining international tourism growth? (CO5 – E)

**(5 × 3 = 15)**

### SECTION C – Long Reasoning

*(Answer any one question. Each carries 10 marks. Total 10 marks)*

12. Evaluate any one of the impacts of globalisation and international trade agreements (WTO, EU, NAFTA) on tourism development. (CO1 – An/E)

**(OR)**

13. Discuss the role of consumer behaviour and cultural influences in shaping international tourism marketing strategies. (CO2 – An/E)

**(10 × 1 = 10)**

### SECTION D – CASE STUDY (Compulsory – 15 Marks)

*(Read the case carefully and answer all three questions. Each carries 5 marks.)*

#### Case Scenario

14. A Southeast Asian island nation, Lumora, is positioning itself as a premium eco-luxury destination. The government has partnered with international hotel chains, aviation companies, and digital travel platforms to attract high-spending European and Middle Eastern tourists.

However, the country faces multiple challenges:

- Fluctuating exchange rates affecting tourism pricing
- Cultural misunderstandings between local communities and foreign tourists
- Pressure from international environmental groups regarding sustainable development
- Complex visa regulations discouraging long-haul travelers

The tourism board plans to host a global sailing championship event to strengthen its destination branding and attract international investors.

**Questions:**

**14(a).** Analyze how globalization and multinational corporations can influence Lumora’s tourism growth. (CO1 – An)

**14(b).** Suggest marketing and cross-cultural strategies that Lumora can adopt to strengthen its global brand image. (CO2 & CO3 – An/E)

**14(c).** Examine how financial risks and international travel regulations could affect the success of this tourism initiative. (CO4 & CO5 – An/E)

**(5 x 3 = 15)**

<b>Bloom’s Taxonomy Level</b>	<b>Questions</b>
<b>Remember (R)</b>	Q4, Q6
<b>Understand (U)</b>	Q1, Q2, Q3, Q5
<b>Analyze (An)</b>	B1, B3, B4, C12, D14(a), D14(c)
<b>Evaluate (E)</b>	B2, B5, C12, C13, D14(b), D14(c)