

**Total No. of Pages : 02**

**Total No. of Questions : 09**

**M.Sc.(ATHM) (2015 & Onwards) (Sem.-3)**

# TOURISM MANAGEMENT

**Subject Code : PTA-203**

**Paper ID : [E1338]**

**Time : 3 Hrs.**

**Max. Marks : 60**

**INSTRUCTION TO CANDIDATES :**

1. **SECTION-A** is **COMPULSORY** consisting of **TEN** questions carrying **TWO** marks each.
2. **SECTION-B** contains **FIVE** questions carrying **FIVE** marks each and students has to attempt any **FOUR** questions.
3. **SECTION-C** contains **THREE** questions carrying **TEN** marks each and students has to attempt any **TWO** questions.

## SECTION-A

**Q1. Answer the following :**

- a. What do you understand by MICE?
- b. What is profit loss statement?
- c. Why infrastructure is important for tourism development?
- d. Name five international festivals of India along with the month in which they are celebrated.
- e. Define tourism product.
- f. Define Planning.
- g. Difference between national and regional tourism organisation.
- h. Why tourism planning is important for destination development in long term?
- i. Discuss the role of private sector organisation in tourism development.
- j. Difference between tourism policy and tourism planning.

### SECTION-B

- Q2. How important is finance for tourism development? Draw a financial model of development of a tourist destination.
- Q3. What is balance sheet? Draw a hypothetical balance sheet of a travel company.
- Q4. What are factors to be considered before pricing a tour package?
- Q5. Define marketing mix.
- Q6. What is the need of planning in tourism development?

### SECTION-C

- Q7. Discuss in detail the concept of demand and supply in tourism.
- Q8. Discuss with suitable examples the components of tourism system.
- Q9. What should be done to make a favourite destination for the inbound tourist?