



K21U 4850

Reg. No. : .....

Name : .....

V Semester B.A./B.Sc./B.Com./B.B.A./B.B.A. (T.T.M.)/B.B.A. (R.T.M.)/  
B.B.M./B.T.T.M./B.C.A./B.S.W./B.A. Afsal UI Ulama/B.B.A. (AH) Degree  
(CBCSS) (OBE) – Regular Examination, November 2021  
(2019 Admission Only)  
Open Course  
5D01 BBA(AH)/TTM/BBA(TTM) : INTRODUCTION TO TRAVEL AND  
TOURISM

Time : 2 Hours

Max. Marks : 20

PART – A  
(Short Answers)

Answer **all** the questions.

(6×1=6)

1. Name a traveler who does not come under the category of tourist or excursionist.
2. What are the 5 As of Tourism ?
3. What does 'I' stands for in MICE ?
4. Modified American Plan in hotel parlance means
5. Name the Traffic Conference area in which Dubai belongs.
6. Name the official document mandatory for a foreign tourist to visit along the free travel zone in Europe.

PART – B  
(Short Essay)

Answer **any 4** questions, **each** carries 2 marks.

(4×2=8)

7. Differentiate between a tourist and an excursionist.
8. Reflect on the significance of Special Interest Tourism.

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9. What are the components of a destination ?
10. How do you classify tourism products and services ?
11. Write note on any two supplementary accommodation units.
12. What is the role of a tour operator ?

**PART - C**  
**(Essay)**

Answer any 1 question, it carries 6 marks. (1x6=6)

13. Define Ecotourism. Discuss the impact of ecotourism on local community.
14. Highlight on the features and attractions of emerging forms of tourism.