



K22U 0162

Reg. No. :

Name :

VI Semester B.T.T.M. Degree (CBCSS – Supple./Improv.)
Examination, April 2022
(2016 – 2018 Admissions)
Core Course
6B15TTM : TOURISM ECONOMICS

Time : 3 Hours

Max. Marks : 40

SECTION – A

Answer the following questions in a word or one or two sentences (One mark each). (1×4=4)

1. Income and Expenditure.
2. Tourist profile.
3. Regional development.
4. Swachh Bharath.

SECTION – B

Answer any seven questions in a paragraph (Two marks each). (7×2=14)

5. Differentiate between micro and macro economics.
6. What is elasticity ?
7. How do you measure tourism demand ?
8. Differentiate between spenders and earners of International tourism.
9. What is Investment ?
10. Define Domino effect.
11. What is economic planning ?

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12. Mention two promotional scheme of government.
13. What is FDI ?
14. Decode SWOT.

SECTION - C

Answer **any four** questions in about **100 words (Three marks each)**. (4×3=12)

15. Write on fixed costs and variable costs.
16. What is various market forces solving economic problems ?
17. Write on determinants of tourism demand.
18. Explain multiplier effect.
19. Investment leads to development-Justify.
20. Write about any two promotional measures of government.

SECTION - D

Answer **any two** questions in about **500 words (Five marks each)**. (5×2=10)

21. What is Elasticity of Demand ? What are the factors affecting elasticity of demand ? State how the price elasticity affects the decision making process ?
22. Why is Domestic tourism important ? What are the steps undertaken for in the action plan for the development of domestic tourism ?
23. Explain the National action plan during the period of 10th plan.
24. Prepare a SWOT analysis of Kerala tourism.