

Roll No.																			
----------	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--



**PRESIDENCY
UNIVERSITY**
BENGALURU

School of Commerce

Mid-Term Examinations - November 2024

Semester: V

Date: 04-11-2024

Course Code: BBA2019

Time: 02.00pm - 03.30pm

Course Name: Travel and Tourism Management

Max Marks: 50

Program: BBA Aviation Management

Weightage: 25%

Instructions:

(i) Read all questions carefully and answer accordingly.

(ii) Do not write anything on the question paper other than roll number.

Part A

Answer ALL the Questions. Each question carries 2marks.

5Qx2M=10M

- | | | | | |
|---|--|---------|---------------|-----|
| 1 | Recall the etymology of the word tourism. | 2 Marks | Remembering | CO1 |
| 2 | Outline the difference between traveler and tourist. | 2 Marks | Understanding | CO1 |
| 3 | Define e-tourism. | 2 Marks | Remembering | CO3 |
| 4 | List two channels in customs. | 2 Marks | Remembering | CO2 |
| 5 | Recall the abbreviation of ILP, BTQ, TIM and BEP. | 2 Marks | Remembering | CO2 |
-

Part B

Answer ALL Questions. Each question carries 10 marks.

4QX10M=40M

- | | | | | |
|-----|---|---------|---------------|-----|
| 6a. | List the slogan and tagline of Indian tourism. | 2 Marks | Remembering | CO1 |
| 6 | 6b. Outline three examples of airport technology. | 3 Marks | Understanding | CO1 |
| 6c. | Summarize the key objectives of UNWTO. | 5 Marks | Understanding | CO1 |

OR

- | | | | | |
|-----|---|---------|---------------|-----|
| 7a. | Outline the difference between GIT and FIT. | 2 Marks | Understanding | CO1 |
| 7 | 7b. Infer the future of the tourism industry. | 3 Marks | Understanding | CO1 |
| 7c. | Outline the 5 A's of tourism. | 5 Marks | Understanding | CO1 |

OR

- | | | | | | |
|----------|------------|--|----------------|----------------------|------------|
| | 8a. | Construct the sector: NYC-BOS-LAX with an air route map. | 2 Marks | Applying | CO2 |
| 8 | 8b. | Infer the global indicator, type of journey, and traffic conference area from the sector NYC-BOS-LAX | 3 Marks | Understanding | CO2 |
| | 8c. | Explain flying time, transit time, total journey, and Minimum Connecting time. | 5 Marks | Understanding | CO2 |

OR

- | | | | | | |
|----------|------------|--|----------------|----------------------|------------|
| | 9a. | Explain LERMS. | 2 Marks | Understanding | CO2 |
| 9 | 9b. | Explain the coverages under travel insurance. | 3 Marks | Understanding | CO2 |
| | 9c. | Explain the visa process for a Singapore tourist visa. | 5 Marks | Understanding | CO2 |

OR

- | | | | | | |
|-----------|-------------|--|----------------|----------------------|------------|
| | 10a. | List AMEX's contribution to tourism. | 2 Marks | Remembering | CO1 |
| 10 | 10b. | Interpret the impact of Covid on the tourism industry. | 3 Marks | Understanding | CO1 |
| | 10c. | Explain the history of tourism during the Renaissance. | 5 Marks | Remembering | CO1 |

OR

- | | | | | | |
|-----------|-------------|--|----------------|----------------------|------------|
| | 11a. | Recall a popular myth and reality of tourism. | 2 Marks | Understanding | CO1 |
| 11 | 11b. | Explain the distribution networks of tour operation business | 3 Marks | Understanding | CO1 |
| | 11c. | Summarize the aims and objectives of ICAO. | 5 Marks | Understanding | CO1 |

OR

- | | | | | | |
|-----------|-------------|---|----------------|----------------------|------------|
| | 12a. | List two GI Tags of Indian tourism products. | 2 Marks | Remembering | CO3 |
| 12 | 12b. | Summarize the health certifications for travel to India. | 3 Marks | Understanding | CO3 |
| | 12c. | Develop an itinerary for 4 nights and 5 days for leisure travel to India. | 5 Marks | Applying | CO3 |

OR

- | | | | | | |
|-----------|-------------|---|----------------|----------------------|------------|
| | 13a. | List the tagline of two state tourism boards in India. | 2 Marks | Remembering | CO3 |
| 13 | 13b. | Explain the problems of tourism in India. | 3 Marks | Understanding | CO3 |
| | 13c. | Explain the development of the tourism sector in India. | 5 Marks | Understanding | CO3 |