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 **PRESIDENCY UNIVERSITY**

  **Bengaluru**

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| **End - Term Examinations – JANUARY 2025** |
| **Date:** 06 - 01 - 2025 **Time:** 09:30 am – 12:30 pm |

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| --- | --- |
| **School:** School of Management (UG) | **Program:** BBA Aviation Management |
| **Course Code :** BBA2019 | **Course Name:** Travel and Tourism Management |
| **Semester**: V | **Max Marks**:100 | **Weightage**:50% |

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| **CO – Levels** | **CO1** | **CO2** | **CO3** | **CO4** | **CO5** |
| **Marks** | **04** | **11** | **26** | **26** | **33** |

**Instructions:**

1. *Read all questions carefully and answer accordingly.*
2. *Do not write anything on the question paper other than roll number.*

**Part A**

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| **Answer ALL the Questions. Each question carries 2 marks. (10Q x 2 Marks = 20 Marks)** | **Bloom's Level**  | **CO** |

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| --- | --- | --- | --- | --- |
| **1** | What is the UNWTO’s definition of Tourism? | **2 Marks** | **Remember** | **CO1** |
| **2** | Who is an excursionist? | **2 Marks** | **Remember** | **CO1** |
| **3** | Differentiate ILP and RAP | **2 Marks** | **Remember** | **CO2** |
| **4** | Recall the expansion of FOREX and BTQ. | **2 Marks** | **Remember** | **CO2** |
| **5** | Define intangibility. | **2 Marks** | **Remember** | **CO3** |
| **6** | Define sustainable tourism. | **2 Marks** | **Remember** | **CO3** |
| **7** | List two benefits of IATA accreditation. | **2 Marks** | **Remember** | **CO4** |
| **8** | What is BSP? | **2 Marks** | **Remember** | **CO4** |
| **9** | Give two examples of Metaverse tourism. | **2 Marks** | **Remember** | **CO5** |
| **10** | List two emerging global tourism hotspots. | **2 Marks** | **Remember** | **CO5** |

**Part B**

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| **Answer ALL the Questions. Each question carries 7 marks. (5Q x 7 Marks = 35 Marks)** | **Bloom's Level**  | **CO** |
| **11** | Outline standard document checklist for international travel. | **7 Marks** | **Understand** | **CO2** |
|  | **Or** |
| **12** | Summarize the components of tour costing. | **7 Marks** | **Understand** | **CO2** |

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| **13** | Explain the motivating factors influencing travel behavior. | **7 Marks** | **Understand** | **CO3** |
|  | **Or** |
| **14** | Explain the role of geography impacting traveler purchase decisions.  | **7 Marks** | **Understand** | **CO3** |

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| **15** | Explain types of tour operators. | **7 Marks** | **Understand** | **CO4** |
|  | **Or** |
| **16** | Explain the functions of GDS. | **7 Marks** | **Understand** | **CO4** |

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| **17** | Interpret the future of tourism in India. | **7 Marks** | **Understand** | **CO5** |
|  | **Or** |
| **18** | Explain the future global challenges for the tourism industry.  | **7 Marks** | **Understand** | **CO5** |

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| **19** | Travel automation is a boon or bane. Comment. | **7 Marks** | **Understand** | **CO5** |
|  | **Or** |
| **20** | Explain the role of social media in tourism with examples. | **7 Marks** | **Understand** | **CO5** |

**Part C**

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| **Answer Any THREE Questions. Each question carries 15 marks. (3Q x 15 Marks = 45 Marks)** | **Bloom's Level**  | **CO** |

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| **21** | Identify the positive impacts of tourism on the environment. | **15 Marks** | **Apply** | **CO3** |
| **22** | Apply the interdisciplinary nature of tourism with the help of a case example. | **15 Marks** | **Apply** | **CO3** |
| **23** | Develop an itinerary with a tour quotation for 4 nights/5 days for a heritage tour. | **15 Marks** | **Apply** | **CO4** |
| **24** | Choose the top global events influencing world travel patterns. | **15 Marks** | **Apply** | **CO5** |

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