PRESIDENCY UNIVERSITY
BENGALURU   **SET B**

SCHOOL OF MANAGEMENT
END TERM EXAMINATION - JAN 2024

Semester : Semester V - 2021   **Date :** 09-JAN-2024
Course Code : BBA2019   **Time :** 1:00 PM - 4:00 PM
Course Name : Travel and Tourism Management   **Max Marks :** 100
Program : BBA   **Weightage :** 50%

Instructions:
(i) Read all questions carefully and answer accordingly.
(ii) Question paper consists of 3 parts.
(iii) Scientific and non-programmable calculator are permitted.
(iv) Do not write any information on the question paper other than Roll Number.

PART A

ANSWER ALL THE QUESTIONS   **5 X 2M = 10M**

1. State the difference between Single Entry VISA & Multi Entry VISA.

                                                    (CO1) [Knowledge]

2. List the regional offices of TAAI in India.

                                                    (CO2) [Knowledge]

3. Label the types of memberships of IATA.

                                                    (CO2) [Knowledge]

4. Define MICE.

                                                    (CO3) [Knowledge]

5. Define culture of preparedness.

                                                    (CO5) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS   **5 X 10 = 50**

6. Differentiate between passport and VISA.

                                                    (CO2) [Comprehension]

7. Summarize any 5 Objectives of TAAI.

                                                    (CO1) [Comprehension]

8. Describe the automation in the travel industry.

                                                    (CO3) [Comprehension]

9. Explain the benefits of full accreditation with IATA

(CO4) [Comprehension]

10. Describe culture tourism & Explain the features of culture tourism

(CO5) [Comprehension]

PART C

ANSWER ALL THE QUESTIONS   **2 X 20M = 40M**

11. Interpret the 5 types of VISAs and explain why do we need a VISA to travel and its main functions.

(CO2) [Application]

12. Determine the 5 'A' concepts of tourism.

(CO3) [Application]