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**Presidency University**

**Bengaluru**

 **SCHOOL OF COMMERCE**

**Summer Term End Term Examinations, August 2024**

**Winter Semester**: 2023 - 24

**Course Code**: BBA2019

**Course Name**: Travel and tourism management

**Program:** BBA Aviation

**Date**: 06-08-2024

**Time**: 9.30 AM to 12.30 PM

**Max Marks**: 100

**Weightage**: 50%

 **Instructions:**

1. *Read the all questions carefully and answer accordingly.*
2. *Question paper consists of three parts.*
3. *Scientific and Non Programable Calculators are Permitted.*
4. *Do not write any information on the question paper other than roll number.*

**Part A**

**Answer any FIVE Questions. (5 Q x 2 M = 10 M)**

1. Define MICE. (C.O.No.3) [Knowledge]

2. Define culture of preparedness (C.O.No.5) [Knowledge]

3. Define automation in the travel industry with examples (C.O.No.5) [Knowledge]

4. Label the types of memberships of IATA. (C.O.No.2) [Knowledge]

5. Describe a traveller's cheque. (C.O.No.2) [Knowledge]

6. State the place, year and attendees from India of the conference organized by ASTA. (C.O.No.1) [Knowledge]

7. List 4 benefits of TIM. (C.O.No.1) [Knowledge]

**Part B**

**Answer any FIVE Questions. (5 Q x 10 M = 50 M)**

8. Explain the technology in virtual travel. (C.O.No.3) [Comprehension]

9. Describe the automation in the travel industry. (C.O.No.3) [Comprehension]

10. Explain in detail about the difference between travel agents & tour operators. (C.O.No.4) [Comprehension]

11. Explain the benefits of full accreditation with IATA (C.O.No.4) [Comprehension]

12. Explain the impact on wildlife tourism. Mention its advantages & disadvantages. (C.O.No.5) [Comprehension]

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

(C.O.No. 5) [Comprehension]

14. Differentiate between passport and VISA. (C.O.No.2) [Comprehension]

**Part C**

**Answer any TWO Questions. (2 Q x 20 M = 40 M)**

15. Interpret the pilgrimage tourism & explain in detail the types of pilgrimage tourism. (C.O.No.5) [Application]

16. Determine the 5 'A' concepts of tourism. (C.O.No.5) [Application]

17. Classify the different types of passport and explain them in details

(C.O.No.2) [Application]