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Reg.No :

Name :

MAHATMA GANDHI UNIVERSITY, KOTTAYAM
MGU-UGP (HONOURS) REGULAR EXAMINATION MARCH 2025
SECOND SEMESTER
Discipline Specific Core Course (DSC) - MG2DSCTTM100 - TOURISM
BUSINESS MANAGEMENT
(2024 ADMISSION ONWARDS)

Duration: 1.5 Hours

Maximum Marks: 50

*Remember(K), Understand(U), Apply(A), Analyse(An), Evaluate(E), Create(C), Skill(S), Interest(I)
and Appreciation(Ap)*

Students should attempt at least one question from each course outcome to enhance their overall
outcome attainability.

Part A

Short Answer Questions

Answer any **5** questions

Each question carries **2** marks

1. Define Horizontal integration. [K] / [CO1, CO3]
 2. Who is known as the father of travel agency business and why? [U] / [CO2]
 3. Mention the advantages of package trips. [U] / [CO2]
 4. What are the responsibilities of a tour operator? [U] / [CO2]
 5. Name two major modes of tourist travel. [K] / [CO3]
 6. Name two famous cruise lines operating globally. [K] / [CO3]
 7. Give two examples of alternative accommodations. [K] / [CO4]
 8. What is the difference between a hostel and a motel? [U] / [CO4]
- [2x5 = 10]**

Part B

Short Essay Questions

Answer any **5** questions

Each question carries **5** marks

9. Explain the issues faced in supply. [U] / [CO1, CO3]
10. Differentiate between travel Agency and tour operation bussiness. [U] / [CO2]
11. Discuss the CRS? Explain is functions. [U] / [CO2]
12. Explain the role of travel agency and its features. [U] / [CO2]
13. Describe how railway stations act as tourist hubs in major destinations. [U] / [CO3]
14. Explain the role of road transport in connecting remote tourist destinstions. [U] / [CO3]
15. What is a heritage hotel? Explain. [U] / [CO4]
16. What are the main components of MICE tourism? [U] / [CO4]
- [5x5 = 25]**

Part C

Long Essay Questions

Answer any **1** questions

Each question carries **15** marks

17. Identify the future trends of tour operation business. [U] / [CO2]
18. Discuss the major air charter service providers in India and their contribution to tourism. [U] / [CO3]
19. Compare independent hotels and franchise hotels with examples. [U] / [CO4]
- [15x1 = 15]**