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Reg.No :

Name :

MAHATMA GANDHI UNIVERSITY, KOTTAYAM
MGU-UGP (HONOURS) REGULAR EXAMINATION MARCH 2025
SECOND SEMESTER
Multi-Disciplinary Courses (MDC) - MG2MDCTTM100 - FILM TOURISM
(2024 ADMISSION ONWARDS)

Duration: 1 Hours

Maximum Marks: 35

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

Objective Type Questions

Answer all questions

Each question carries 1 marks

1. Which outdoor film studio in India is a major tourist attraction? [K] / [CO1]
a). Noida Film City b). Ramoji Film City c). MGR Film City d). Prasad Studios

2. Evaluate how government can protect filmsites [U] / [CO2]
a). Strict rules for tourism and environment
b). Allowing free access
c). Imposing extra tax
d). Giving sites to industries

3. Sustainable tourism innovations primarily focus on [An] / [CO3]
a). Increasing operational costs
b). Reducing customer service interactions
c). Implementing eco-friendly technologies and practices
d). Ignoring environmental concerns

4. Determine which of the following is not a sustainable management practice in film tourism [U] / [CO2]
- a). Reducing carbon emissions
 - b). Encouraging responsible tourism
 - c). Overcrowding
 - d). Ecofriendly material usage
5. What are the key future trends in Film tourism [An] / [CO4]
- a). Increased use of technology
 - b). growing demand for sustainable tourism
 - c). Rising importance of social media
 - d). All of the above
6. Which of the following is a key consideration when selecting a film location? [K] / [CO1]
- a). Proximity to the crew's homes
 - b). Availability of permits and legal requirements
 - c). The popularity of the location on social media
 - d). The number of tourists visiting the location
7. Choose the key strategy for promoting destinations featured films. [K] / [CO2]
- a). Ignoring the connection between the film and destinations.
 - b). Restricting tourist access to filming locations.
 - c). Collaborate marketing with film studios.
 - d). Banning film related events
8. Which trend is influencing film tourism by allowing fans to engage in immersive cinematic experiences [E] / [CO4]
- a). Theme-based film tourism parks
 - b). Standard guided bus tours
 - c). Traditional movie theater screenings
 - d). Limiting access to film sets
9. What is film tourism? [U] / [CO1]

- a). Traveling to visit famous film studios
 - b). Traveling to destinations featured in films
 - c). Traveling to attend film festivals
 - d). Traveling for celebrity sightings
10. Identify the technology that creates specialeffects in movies [K] / [CO3]
- a). Photoshop
 - b). IMAX
 - c). CGI
 - d). Blockchain

[1x10 = 10]

Part B

Short Essay Questions

Answer any **2** questions

Each question carries **5** marks

11. In what ways do the use of natural landscapes in film affect tourism and conservation efforts? [U] / [CO1]
12. What are the key benefits of digital marketing in promoting film tourism? [U] / [CO2]
13. How can AR & VR help in promoting lesser known film tourism destination. [A] / [CO3]
14. How do good transportation facilities contribute to film tourism. [U] / [CO1]

[5x2 = 10]

Part C

Long Essay Questions

Answer any **1** questions

Each question carries **15** marks

15. Discuss the importance of stakeholder engagement in sustainable tourism development. [U] / [CO2]
16. Analyze how film-induced tourism shapes the cultural identity and heritage perception of a region. [U] / [CO1]
17. Develop an innovative strategy for promoting a film tourism destination. [U] / [CO2]

[15x1 = 15]