

Mid-West University
Examinations Management Office
Surkhet, Nepal
Final Examination-2078
Bachelor of Business Studies (BBS)
Semester - V

Subject: Tourism Management
Full Marks: 60 Pass Marks: 30

Course Code: MGMT 454
Time: 3: 00 Hours

You are required to answer in your own words as far as applicable. Figures in the margins indicate full marks.

SECTION A: VERY SHORT ANSWER QUESTIONS (10 X 1 = 10 MARKS)

Answer **ALL** the questions.

1. Who are tourists?
2. What does Dann mean according to Sunlust and Wanderlust ?
3. What do you mean by Spa?
4. State any two main functions of TAAN.
5. Give any two examples of Central Reservation System.
6. Define Eco-tourism.
7. What do you mean by boarding pass?
8. List out any four trekking regions of Nepal?
9. What do you mean by transit time while travelling?
10. Write any two drawbacks of tourism.

SECTION B: SHORT ANSWER QUESTIONS (3 X 8 = 24 MARKS)

Answer any **THREE** questions.

11. State and explain the components of tourism. [8]
12. Define information system. Explain the importance of information system in tourism. [3+5]
13. Describe the specific attributes of tourism. [8]
14. Write short notes on ICAO and HAN. [4+4]
15. Why do you think public relation is an important factor in promotion of tourism? Discuss. [8]

SECTION C: LONG ANSWER QUESTIONS (2 X 13 = 26 MARKS)

Answer any **TWO** questions.

16. What do you mean by Travelling Agency? State and explain its types and functions. [3+5+5]
17. Define tourism. Explain its types. [3+10]
18. Discuss the functions of PATA and MOTCA. [6+7]

THE END