

MID-WESTERN UNIVERSITY
EXAMINATIONS MANAGEMENT OFFICE
FINAL EXAMINATION: 2019
BACHELOR OF BUSINESS STUDIES (BBS)
SEMESTER – V

Subject: Tourism Management

Course Code: MGMT 354

Full Marks: 100

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 2 = 20 MARKS)

Answer **ALL** questions.

- Q1. What do you mean by white water rafting?
- Q2. Give two examples of CRS.
- Q3. Differentiate between recruitment and selection.
- Q4. What do you mean by dominant role of intermediaries in tourism?
- Q5. Define Eco-tourism.
- Q6. Point out some of the taxes included in tourism.
- Q7. State any four functions of MOTCA.
- Q8. Point out the components of tourism.
- Q9. Write the full form of WTTC and NARA.
- Q10. What do you mean by Spa?

SECTION B: SHORT ANSWER QUESTIONS (6 X 8 = 48 MARKS)

Answer any **SIX** questions.

- Q11. Explain types of trek and its gradation system. (3+5)
- Q12. Define rafting and explain the medium length trip rafting in Nepal. (2+6)
- Q13. Why is HR planning an important part of tourism? Discuss. (8)
- Q14. How do you segment the tourism market? Describe briefly. (8)
- Q15. State and explain the specific attributes of tourism marketing. (8)
- Q16. Write the functions of PATA and CAAN. (4+4)
- Q17. Define indirect employment and how do you think that people of the host country are benefited by it in tourism. (8)
- Q18. Explain the types of tourism. (8)

SECTION C: LONG ANSWER QUESTIONS (2 X 16 = 32 MARKS)

Answer any **TWO** questions.

- Q19. State and explain the types of tourist. (16)
- Q20. Explain the economic aspect of tourism and how does the tourism help in promoting the international brotherhood and understanding? Write with your explanations. (10+6)
- Q21. Define computer reservation system and its importance. Write short notes on OAG, TIM and PAT. (10+6)

