

MID-WESTERN UNIVERSITY
FACULTY OF MANAGEMENT
FINAL EXAMINATION: 2073
BACHELOR OF BUSINESS STUDIES (BBS)
SEMESTER - V

Subject: Tourism Management
Full Marks: 100

Course Code: MGMT 454
Time: 3 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 (10X2 = 20 MARKS)

Answer ALL questions.

- Q1. Differentiate between a tourist and an excursionist.
- Q2. What do you mean by boarding pass?
- Q3. Write the two functions of HAN.
- Q4. Write two importance of travel information.
- Q5. Define placement.
- Q6. What do you understand by forecasting of HR?
- Q7. State the components of tourism?
- Q8. Point out the segmented market of tourism.
- Q9. To which sector of tourism does the NATTA and NARA belong?
- Q10. What do you mean by seasonal job?

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

Answer any SIX questions.

- Q11. What do you mean by CRS? Illustrate the importance of computer in CRS. [2+6]
- Q12. Describe the requirements of itinerary design. [8]
- Q13. Is it necessary to have physical test before tour? Give reasons to support your answer. [8]
- Q14. Define public relation. Why is it more important in tourism marketing? [3+5]
- Q15. Explain the major functions of travel agency. [8]
- Q16. "Amenities itself does not increase the number of tourist, but in the absence of amenities it is sure to decrease the number" Do you agree with the statement. Justify your answer. [8]
- Q17. What role does PATA play in the development of Tourism Industry? [8]
- Q18. What is MIS? Explain its importance in tourism. [3+5]

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

Answer any TWO questions.

- Q19. Define tourism and describe the social and economic aspects of tourism. [8+8]
- Q20. Explain the types of trekking and rafting in Nepal. [8+8]
- Q21. "Motivation is one of the important factors for tourist to go around". Describe the motivational factors illustrated by Dann and Mc. Intosh and Goeldner. [8+8]

