

MID-WESTERN UNIVERSITY
EXAMINATIONS MANAGEMENT OFFICE
MAKE-UP EXAMINATION: 2018
BACHELOR OF BUSINESS STUDIES (BBS)
SEMESTER – V

Subject: Tourism Management
Full Marks: 100

Course Code: MGMT 354
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. Define the term tourism.
- Q2. List out the components of tourism.
- Q3. What is tourism marketing?
- Q4. Clarify the concept of HR.
- Q5. What is travel?
- Q6. What do you mean by trekking?
- Q7. Define the concept of rafting.
- Q8. Write the definition of airfare.
- Q9. What is CRS?
- Q10. Write the concept of MIS.

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

Answer any SIX questions.

- Q11. Explain the motivational factors of tourism. (8)
- Q12. Describe the vital role of tourism in economic aspect. (8)
- Q13. Highlight the major functions of NTB. (8)
- Q14. What is tourism marketing? Explain its importance. (2+6)
- Q15. Discuss the functions of ICAO. (8)
- Q16. Describe the major tasks of travel agency. (8)
- Q17. Explain the types of rafting. (8)
- Q18. Describe the importance of information in tourism. (8)

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

Answer any TWO questions.

- Q19. Define tour and tourist. Highlight the major components of tourism. (4+12)
- Q20. How do you understand HRM in tourism industry? Discuss the various issues regarding HR planning and training in tourism industry. (4+12)
- Q21. Highlight the present situation of career prospects of tourism in Nepal. (16)

