

Mid-West University
Examinations Management Office
Surkhet, Nepal
End-Semester Examination-2081
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. Differentiate between a tourist and an excursionist.
2. Write the two functions of HAN.
3. Write the major tourist attractions of hilly region of Nepal.
4. Write the meaning of tour itinerary.
5. Which sector of tourism does the NATTA and NARA belong?
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. What do you mean by Travelling Agency? State and explain its types and functions. [3+5]
13. Explain the types of trekking and rafting in Nepal. [8]
14. Write the duties and responsibilities of NTB. [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. Define information system. Explain the importance of information system in tourism. [3+10]
17. What is human resource? Explain in details about human resource management in tourism. [3+10]
18. Give an introduction of tourism and write the importance of tourism in Nepal. [6+7]

THE END