

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. Who are excursionists?
2. What do you mean by '4As' of tourism?
3. Write the meaning of Elite.
4. Write the full form of NATTA and NARA.
5. State any two functions of TAAN.
6. What do you mean by human resource planning in tourism?
7. Write the meaning of Spa.
8. List any four major trekking regions in Nepal.
9. What do you mean by airfare?
10. Write about rafting gradation.

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

Answer any **THREE** questions.

11. Mention and explain the various types of tourism. [8]
12. What do you mean by human resource recruitment and selection in tourism? Explain. [8]
13. What do you mean by trekking? Explain the types of trekking. [3+5]
14. Define information system. Explain the importance of information system in tourism. [3+5]
15. Write short notes (On any Two): [4+4]
 - a. Attraction
 - b. Tourism Marketing
 - c. Tour Itinerary

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

Answer any **TWO** questions.

16. Define tourism and elucidate the underlying motivations that drive individuals to engage in tourist activities. [13]
17. Explain the multifaceted role of tourism, encompassing its economic, social, and environmental dimensions, addressing both its positive impacts and potential challenges. [13]
18. Discuss the functions of National Tourism Council (NTC) and United Nation World Tourism Organization (UNWTO). [13]

THE END