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SECTION - B (35 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Explain the Five A's of Tourism with examples.	K1	CO1
		(OR)		
	11.b.	Discuss the positive and negative impacts of tourism.		
2	12.a.	Differentiate between leisure tourism and cultural tourism with examples.	K2	CO2
		(OR)		
	12.b.	Write short notes on Eco-tourism and Special Interest Tourism.		
3	13.a.	Explain the functions of a tour operator.	K3	CO3
		(OR)		
	13.b.	Discuss the role of International Tourism Organizations.		
4	14.a.	Explain the aims and objectives of event management.	K1	CO4
		(OR)		
	14.b.	Describe the different types of events with examples.		
5	15.a.	What is event feasibility? Discuss the factors determining feasibility.	K2	CO5
		(OR)		
	15.b.	Explain the importance of crowd management in event planning.		

SECTION - C (30 Marks)

Answer ANY THREE questions

ALL questions carry EQUAL Marks (3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Define tourism. Explain the typology of tourists and major travel motivators.	K1	CO1
2	17	Discuss in detail the different forms of tourism with suitable examples.	K2	CO2
3	18	Explain in detail the types of travel agencies and their functions.	K3	CO3
4	19	Discuss the role of event management team and the importance of ethics in managing events	K3	CO4
5	20	Elaborate the process of event planning, proposal preparation, and use of technology in the event industry.	K2	CO5

Z-Z-Z

END