

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BSc DEGREE EXAMINATION DECEMBER 2023
(Fifth Semester)

Branch – CATERING SCIENCE & HOTEL MANAGEMENT

TOURISM & EVENT MANAGEMENT

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(5 x 1 = 5)

1. Which type of tourist is primarily interested in exploring the natural beauty of a destination?
(i) Cultural tourist (ii) Adventure tourist
(iii) Business tourist (iv) Religious tourist
2. What are tourism services primarily concerned with?
(i) Manufacturing products
(ii) Providing experiences and facilitating travel
(iii) Exporting goods
(iv) Operating agriculture businesses
3. What is the primary function of a travel agency?
(i) Manufacturing Travel Products
(ii) Selling Agricultural Produce
(iii) Facilitating Travel Arrangements for Clients
(iv) Conducting Archaeological Research
4. What does the term "event management" primarily involve?
(i) Running a restaurant
(ii) Organizing and coordinating special occasions or gatherings
(iii) Manufacturing consumer electronics
(iv) Managing a car dealership
5. In event planning, what does SWOT analysis primarily help identify?
(i) The cost of organizing an event
(ii) Potential venues for the event
(iii) Strengths, weaknesses, opportunities, and threats associated with the event concept
(iv) The number of attendees expected at the event

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

6. a Describe how the elements of culture, such as heritage sites and traditions, contribute to the overall tourism experience in that location.
OR
b Apply your understanding of travel motivators and typology of tourists to create a promotional campaign targeting adventure-seeking tourists.
7. a Explain how these products cater to the diverse needs and preferences of tourists.
OR
b How do these characteristics influence tourists' choices and satisfaction levels when visiting the destination?
8. a Apply your understanding of package tours and types of package tours to create a customized itinerary that includes transportation, accommodations, and activities.

OR

Cont...

- b Analyze the importance of passport, visa, and immigration procedures in international travel.
9. a Choose a specific type of event, such as a corporate conference or a wedding, and describe the size considerations that event organizers must take into account.

OR

- b Apply your understanding of the roles within an event team to outline the responsibilities of team members and their contributions to the event's success.
10. a Explain how it can streamline the planning process. Provide a real-world example of its application in event planning.
- OR
- b Analyze the role of technology in the event industry, focusing on recent advancements like virtual reality (VR) or live streaming.

SECTION -C (30 Marks)Answer **ALL** questions**ALL** questions carry **EQUAL** Marks

(5 x 6 = 30)

11. a Evaluate the economic and social significance of tourism for a region. Provide specific examples of how tourism can contribute to job creation and community development, while also considering potential drawbacks.
- OR
- b Examine the positive and negative impacts of religious tourism on both the destination and the visiting pilgrims.
12. a Compare and contrast the nature of tourism products in "old age" and "new age" tourism destinations.
- OR
- b Reflect on the impact of sustainability considerations on the development of tourism products.
13. a Discuss how travel agencies can contribute to minimizing the negative impacts of tourism on destinations.
- OR
- b Evaluate the advantages and disadvantages of digital passports and e-visas in streamlining the travel process, considering security and privacy concerns.
14. a Analyze the challenges and considerations in planning transportation, security, and accommodation for athletes and spectators.
- OR
- b Compare and contrast the structures and operations of event industries in different regions or countries.
15. a Discuss how a well-executed SWOT analysis can inform strategic decisions and improve the chances of event success.
- OR
- b Analyze the strategies in place for ensuring the safety and enjoyment of attendees, and discuss the implementation of emergency procedures in case of unforeseen incidents.

Z-Z-Z

END