



ST. FRANCIS DE SALES COLLEGE

A FRANSALIAN INSTITUTE OF HIGHER EDUCATION **AUTONOMOUS**

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END SEMESTER EXAMINATION – APRIL/MAY 2026

COMMERCE - II SEMESTER B.COM (TTM) (Repeaters)

24BCO25B : TOURISM BUSINESS - II

Time: 3 Hours

Max. Marks: 80

Instruction: Answer should be written completely in English

SECTION – A

1. Answer any **SEVEN** questions. Each question carries **TWO** marks.

(7X2=14)

- Name any two international tourism organizations.
- Mention any two state tourism organization.
- What is the full form of TALC in tourism?
- State any 2 National Tourism Organization.
- Define Pricing?
- What is the purpose of pricing in tourism?
- Write two benefits of using AI in tourism.
- Name any two modern apps used in tourism.
- State any two push factors of tourism.
- Write any two future opportunities for tourism.

SECTION - B

Answer any **THREE** questions. Each question carries **EIGHT** marks.

(3X8=24)

- Explain the structure of a tourism organization with a neat chart.
- Explain Leiper's Geo-Spatial Model with a diagram.
- What are the principles of tourism marketing?
- Explain the role of computers in air cargo, airlines, and hotels.
- What is the impact of Internet networking on the tourism Industry?

SECTION - C

Answer any **THREE** questions. Each question carries **FOURTEEN** marks.

(3X14=42)

- Explain the structure, functions, and objectives of ITDC and KSTDC.
- Write a note on crisis management and distribution channels in tourism.
- What are the different pricing strategies used in the tourism sector?
- What is a CRS (Computer Reservation System)? Explain its components and functions.
- Discuss the major changing trends in the tourism Industry.

