



# ST. FRANCIS DE SALES COLLEGE

A FRANSALIAN INSTITUTE OF HIGHER EDUCATION **AUTONOMOUS**

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## END SEMESTER EXAMINATION – MAY 2025

### COMMERCE- II SEMESTER BCOM (TOURISM AND TRAVEL)

#### 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)

- Mention two functions of KSTDC.
- Write the full form of UNWTO.
- Mention any two theories of tourism.
- Give the meaning for transit region.
- What are the roles of TAAI?
- Define the term “forecasting” in tourism.
- What is Global Distribution System?
- Mention two emerging trends in tourism sector.
- List two challenges in the tourism industry.
- Write any two future opportunities for tourism.

#### SECTION – B

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

(3X8=24)

- Describe any two international tourism organizations.
- Explain Crompton’s Push and Pull theory of tourism motivation.
- Elucidate the Principals of tourism marketing.
- What is the impact of internet networking on the tourism industry?
- Discuss the challenges faced by the tourism sector today.

#### SECTION – C

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

(3X14=42)

- Draw the tourism organization structure and explain their functions.
- Write a note on crisis management and distribution channels in tourism.
- Define market demand forecasting. Why is it important in tourism?
- What is CRS (Computer Reservation System)? Explain its components and functions.
- What are innovative products in tourism? Create a new product for future tourism with examples.

