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(FOR THE CANDIDATES ADMITTED

19 UEO 6E5

DURING THE ACADEMIC YEAR 2019 ONLY)

REG.NO. :

N.G.M.COLLEGE (AUTONOMOUS) : POLLACHI

END-OF-SEMESTER EXAMINATIONS : JULY 2022

B.A .ECONOMICS

MAXIMUM MARKS: 75

VI SEMESTER

TIME : 3 HOURS

PART – III

TOURISM ECONOMICS

SECTION – A

(10 X 1 = 10 MARKS)

ANSWER THE FOLLOWING QUESTIONS.

MULTIPLE CHOICE QUESTIONS.

(K1)

1. Which of the following pairs is not correctly matched?

- a) It is one of the theory of motivation – Behaviour theory
- b) It is the strategy to differentiate products and companies – Branding
- c) Tourism products and attractions – Pull factors
- d) The film produced by the Ministry of Tourism – Himalayan Adventure

2. The following committee recommended that the public sector should assume a more active and positive role in promoting tourism.

- a) Sergeant committee
- b) Jha committee
- c) Yunus committee
- d) Nominating committee

3. Ecotourism is a form of _____.

- a) Mass tourism
- b) Alternative tourism
- c) Sustainable tourism
- d) Agro tourism

4. Tourism and _____ should go together for promoting tourism activities in India

- a) Service industry
- b) Product
- c) Planning
- d) Hotels

5. Which of the following National Parks / Wild Life Sanctuaries of Tamilnadu is called as Top Slip?

- a) Palani Hills National Park
- b) Guindy National Park
- c) Aanamalai National Park
- d) Mudumalai Wild Life Sanctuary

ANSWER THE FOLLOWING QUESTION (OR) TWO SENTENCE

(K2)

6. Who is the first Travel Agent?

7. State any three components of Tourism.

8. What is Tourism Multiplier?

9. Where is the Tourism office located in India?

10. State any two special tourism places in Coimbatore.

(CONTD...2)

SECTION – B**(5 X 5 =25 MARKS)****ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS. (K3)**

11. a) Describe the evolution of Demand for Tourism.

(OR)

b) List out the growth of Tourism in India.

12. a) Find out the Components of Tourism.

(OR)

b) Assess the elements of Tourism?

13. a) Describe the Economic significance of Tourism.

(OR)

b) Compare the Tourism Multiplier and Income Multiplier.

14. a) List out the functions of Tourism.

(OR)

b) Explain the Tourism Development Office in India.

15. a) Describe the tourism places in Valparai Coimbatore District.

(OR)

b) Assess the historical background of Maruthamalai Temple.

SECTION – C**(4 X 10 = 40 MARKS)****ANSWER ANY FOUR OUT OF SIX QUESTIONS****(16th QUESTIONS IS COMPULSORY AND ANSWER ANY THREE QUESTIONS)****(FROM Qn. No. : 16 to 21)****(K4 (Or) K5)**

16. Discuss the Growth of the Tourism Developments in Coimbatore District.

17. Analyse the Main factors that lead to growth of Tourism in a Country.

18. Evaluate the main benefits of Tourism Industry.

19. Examine the Manila Declaration on World Tourism.

20. Discuss the Tourism Development Corporation in India (TDC)

21. Describe the various tourism places in Coimbatore District.

