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(Pages : 2)

Name.....

Reg. No.....

**FIFTH SEMESTER (CBCSS—UG) DEGREE EXAMINATION  
NOVEMBER 2025**

B.Com.

BCM 5B 11—TOURISM PRODUCT AND PROMOTION (TRAVEL AND TOURISM  
SPECIALIZATION—II)

(2019 Syllabus)

Time : Two Hours and a Half

Maximum : 80 Marks

*Answers should be written in English only.***Part A***Answer all questions.*

1. What is Sales Promotion.
2. What do you mean by Cultural Tourism ?
3. What is Tourism Product ?
4. What is hard adventure ?
5. Define Tourist.
6. What are ho use boats ?
7. What do you mean by tourism information centers ?
8. Explain leisure tourism.
9. Give any *four* example classical dance forms in India ?
10. What do you mean by meditation ?
11. Write down about art galleries.
12. Name any *two* Festivals in north India.
13. Write a short note about “Aranmula Kannadi”.

**Turn over**

14. What do you mean by Intangible Products ?
15. What is Health Tourism ?

(15 × 2 = 30, Maximum ceiling 25 marks)

**Part B**

*Answer all questions.*

16. What are the difference between natural and manmade attractions with examples ?
17. Explain Mountain tourism.
18. What are the role of Cuisines in Indian tourism ?
19. Explain the major fairs in India.
20. Explain the approaches to promote tourism product.
21. What are the sales promotion techniques ?
22. Explain the role of Amusement Parks in tourism.
23. Explain about the National Parks in India.

(8 × 5 = 40, Maximum ceiling 35 marks)

**Part C**

*Answer any two question.*

*Each question carries 10 marks.*

24. "Natural attractions played an important role in Indian Tourism development". Comment.
25. Explain the role of Wildlife Sanctuaries in tourism development in India.
26. Explain the Tourism Promotion Techniques in India.
27. "Conservation of cultural heritage of India is very important". Comment.

(2 × 10 = 20 marks)

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B.Com.

BCM 5B 11—TRAVEL AND TOURISM SPECIALIZATION II—TOURISM PRODUCT AND  
PROMOTION

(2019 Admission onwards)

Time : Two Hours and a Half

Maximum : 80 Marks

**Part A***Answer all questions.*

1. Define Tourism Product.
2. What do you mean by Tourist Destination ?
3. What is Natural Tourism Resources ?
4. What is Recreation ?
5. What is Promotion ?
6. What is cultural tourism ?
7. What do you mean by Public Relations ?
8. Explain Pushkar Fair.
9. Give any *four* example Folk dance forms in India ?
10. What do you mean by commercial attractions ?
11. Write down about Homestays in Kerala.
12. Name any *two* Festivals in South India.
13. Write a short note about Ayurveda.
14. What are the role of a Tourist Guide ?
15. What is Spiritual Tourism ?

(15 × 2 = 30, maximum ceiling 25 marks)

**Turn over**

**Part B**

*Answer all questions.*

16. What are the difference between Manmade and Natural resources with examples ?
17. Explain major wildlife circuits.
18. What are the roles of gaming in tourism ?
19. Explain the barriers in recreation.
20. Differentiate Urban and Rural recreation.
21. Explain Tourism Culture Vs Cultural Tourism.
22. Explain the types of Adventure Tourism.
23. Explain the features of Tourism Product.

(8 × 5 = 40 marks maximum ceiling 35 marks)

**Part C**

*Answer any two questions.*

24. Explain the Push and Pull strategies in Tourism Promotion.
25. Explain the role of Religions in tourism development in India.
26. “Manmade attractions played an important role in Indian Tourism development”. Comment.
27. Describe Peter’s Inventory of Tourist attractions.

(2 × 10 = 20 marks)

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NOVEMBER 2022**

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BCM 5B 11—TRAVEL AND TOURISM SPECIALIZATION II—TOURISM PRODUCT AND  
PROMOTION

(2019 Admission onwards)

Time : Two Hours and a Half

Maximum : 80 Marks

**Section A***Answer all questions.**2 marks each.*

1. What is cultural tourism ?
2. Which are the prominent Indian museums ?
3. Which are the major beach destinations in the Western Coast ?
4. Which are the hill stations in Himalayan region ?
5. Which are the elements of cultural tourism ?
6. Which are the luxury train in India ?
7. What is Homestay ?
8. What do you mean by Sales promotion ?
9. What is push marketing strategy ?
10. What is tourism resource auditing ?
11. Which are the public relation tools in tourism ?
12. Give names of any four folk dances of India.
13. Who is a tourist guide ?
14. Write a short note on Indian cuisine.
15. What are the elements of a tourist destination ?

(Max. 25 Marks, 15 × 2 = 30 marks)

**Turn over**

**Section B**

*Answer all questions.  
5 marks each.*

16. Which are the main characteristics of tourism product ?
17. Which are the different types of attractions ? Give Peters Inventory of attractions.
18. Elucidate the importance of fairs and festivals.
19. How does water bodies promote tourism ?
20. Compare the different schools of Indian classical music.
21. Give the classification of tourists.
22. Write a note on the pilgrimage shrines of Buddhism in India.
23. Give the classification of adventure sports with examples.

(Max. 35 Marks)

**Section C**

*Answer any two of the following.  
10 marks each.*

24. Give an account of Indian classical dance. How does Indian classical dance promote tourism ?
25. Examine architectural heritage of India and its contribution to tourism development.
26. Discuss about national parks and wildlife sanctuaries in India. Bring out the difference between them.
27. Which are the major barriers to recreation ? Discuss it in the Post COVID-19 scenario.

(2 × 10 = 20 marks)