**A1055**

Name.....

Register No.....

# NAIPUNNYA INSTITUTE OF MANAGEMENT AND INFORMATION TECHNOLOGY (AUTONOMOUS)

**FIRST SEMESTER (FYUG) DEGREE EXAMINATION NOVEMBER 2025**

**MULTI-DISCIPLINARY COURSE**

**BHA1FM105 - TOURISM CONCEPTS**

Time:One Hour and a Half | Maximum:50 marks

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## Section A

Answer the following

2 marks each, 10x2=20 with a ceiling of 16 marks

1. What is the main function of UNWTO? CO5
2. What is travel motivation? CO3
3. Name any two components of the tourism industry. CO2
4. Give one example of a physical travel motivation. CO4
5. What is a passport? CO1
6. Differentiate between inbound and outbound tourism. CO2
7. How is interpersonal motivation different from status motivation? CO5
8. What is the function of Airports Authority of India (AAI)? CO4
9. List any two attractions that motivate tourists to travel. CO1
10. How does ICAO contribute to global tourism? CO3

## Section B

Answer the following

6 marks each, 5x6=30 with a ceiling of 24 marks

11. Compare the nature of tourism during the ancient, medieval, and modern periods in India. CO4
12. Explain the functions of any three national tourism organizations. CO4
13. How do components and elements of tourism influence tourist satisfaction? CO5
14. Develop a proposal for promoting responsible tourism based on historical tourism sites in India. CO3
15. How are national and regional tourism organizations different? CO5

Turn Over

**Section C**

Answer any one of the following

10 marks each

16. Analyze the historical development of tourism in India from the ancient to the modern period. How has each era contributed to present-day tourism? CO2

17. Analyze different travel motivations using Maslow's hierarchy of needs, and explain how tourism marketers use this understanding. CO4

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