

(6 pages)

Reg. No. :

Code No. : 12265 E Sub. Code : SMT053

B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2021.

Fifth Semester

Tourism and Hospital Management — Main

ECONOMICS OF TOURISM

(For those who joined in July 2017 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. _____ is the example for natural destination.
(a) Lakes (b) Cities
(c) Towns (d) Natural regions
2. _____ is the major segments of hospitality.
(a) Lodging (b) Service
(c) Ticket (d) Tour operator

3. Law of demand is _____.
- (a) adverse relationship
 - (b) inverse relationship
 - (c) good relationship
 - (d) perfect relationship
4. The elasticity is greater than 1 _____.
- (a) Supply is elastic
 - (b) Supply is inelastic
 - (c) Demand is elastic
 - (d) Demand is inelastic
5. _____ is the main tool to reduce the role of Public Sector.
- (a) Free trade
 - (b) Trade
 - (c) Privatization
 - (d) Tourism
6. The central feature of this short-run production analysis is _____.
- (a) the law of diminishing marginal returns.
 - (b) the law of demand
 - (c) the law of supply
 - (d) the law of marginal utility

7. Hospitality Industry is under the _____ industry.
- (a) Tourism (b) Trade
(c) Service (d) Agricultural
8. How many principles are there in Tourism marketing?
- (a) 5 (b) 7
(c) 9 (d) 11
9. Expand — FYPs
- (a) Five Year Programmes
(b) Five Year Plans
(c) Fund Yield Programmes
(d) Foreign Yield Plans
10. _____ is the conversion of one country's currency into another.
- (a) Forex
(b) Five Year Plan
(c) Income
(d) NRI money

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) Write a note on Nature of application of economics in Tourism and Hospitality.

Or

- (b) Give an account of scope of economics of Tourism.

12. (a) What is Law of Demand? Explain.

Or

- (b) What do you know about Law of Supply?

13. (a) Describe the importance of Liberalization.

Or

- (b) State the significance of Privatization.

14. (a) Trace the price determination under different market conditions.

Or

- (b) Mention the relationship between Tourism and Hospitality.

15. (a) Bring out the causes for the economic planning.

Or

- (b) Illustrate the importance of foreign exchange.

PART C — ($5 \times 8 = 40$ marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 600 words.

16. (a) Explain the nature of Tourism Scenario in India.

Or

- (b) Elucidate the role of foreign tourist in Indian economy.

17. (a) Enumerate the determinants of Demand.

Or

- (b) Discuss the determinants of tourism and hospitality supply.

18. (a) Examine the merits and demerits of Globalization.

Or

- (b) Evaluate the Empirical estimation of production and costs.

19. (a) Estimate the price determination under different market conditions.

Or

- (b) Summarize the strategies of profit measurement and profit policy.

20. (a) Analyse the role of Planning in the promotion of Tourism.

Or

- (b) Describe the relations between GDP and Tourism.
