


Name: Enrolment No:		 UPES UNIVERSITY WITH A PURPOSE	
UNIVERSITY OF PETROLEUM & ENERGY STUDIES Online End-Semester Examination – May-June, 2021			
Course: Tourism Enterprise Planning		Semester : IV	
Program: BBA (AVO)		Time : 3 Hours	
Course Code: TRAV 2004		Max. Marks: 100	
SECTION - A			
Qs. No.	Give a suitable answer to following questions.	Marks	COs
Q.1	_____ is known as the Father of Tourism.	[5]	CO 1
Q.2	Trade analysis is a part of tourism market. [True / False]	[5]	CO 1
Q.3	IATO stands for _____.	[5]	CO 1
Q.4	Which Indian state is called as the <i>Land of Blue Mountains</i> ?	[5]	CO 1
Q.5	Which Indian state is called as the <i>Land of Brave Warriors</i> ?	[5]	CO 1
Q.6	Which Indian state is called as the <i>Switzerland of East</i> ?	[5]	CO 1
SECTION – B			
Q7	What is local tourism? How to attract tourists for this from a local to a global scale?	[10]	CO 1
Q8	Discuss the factors and their impact on tourism in detailed.	[10]	CO 2
Q9	What are the challenges of relying on tourism as the primary economic activity? Throw some light on the environmental aspects in your description.	[10]	CO 2
Q10	What are the problems and supports required for setting up a small scale enterprise in the tourism sector?	[10]	CO 3
Q11	Classify the entrepreneurs into different types and describe them by relating to the tourism industry.	[10]	CO 3
SECTION – C			
Q12	What are the important segments of tourism industry and explain how enterprises can plan to invest business therein.	[20]	CO 4

ANSWERS