

School of Hospitality

MBA Tourism and Travel
Semester End Examination - Jun 2024

Duration : 180 Minutes
Max Marks : 100

Sem II - I1PE205T - International Tourism Business Environment

General Instructions

Answer to the specific question asked

Draw neat, labelled diagrams wherever necessary

Approved data hand books are allowed subject to verification by the Invigilator

- 1) Explain the concept of "seasonality" in the tourism industry. K1(2)
- 2) Discuss the artistic and cultural significance of the Uffizi Gallery in Florence, Italy. K2(4)
- 3) Describe the medieval architecture and cultural significance of the historic center of Bruges. K2(6)
- 4) Explain the concept of multinational corporations (MNCs) and analyze the reasons for their growth and expansion in the international business arena. K3(9)
- 5) Describe the natural beauty and ecological diversity of the Amazon Rainforest in Brazil. K3(9)
- 6) Discuss the concept of overtourism and its implications for popular tourist destinations, local communities, and sustainable tourism management. K5(10)
- 7) Examine the role of government policies and regulations in shaping international business environments and influencing business decisions and strategies. K4(12)
- 8) Assess India's position in global tourism, highlighting its strengths, challenges, and opportunities for growth and development in the international tourism market. K5(15)
- 9) Discuss the concept of intellectual property rights (IPR) and their importance in protecting innovation, creativity, and competitive advantage in the global marketplace. K5(15)
- 10) Discuss the future trends and challenges facing multinational corporations (MNCs) in the rapidly evolving global business landscape, and strategies for navigating uncertainty and driving sustainable growth in the digital age. K6(18)