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| QP CODE: D2BHS2503                                                              |                                                                                                                                                                                 | (Pages: 2) |                          | Reg. No : ..... |  |
|                                                                                 |                                                                                                                                                                                 |            |                          | Name : .....    |  |
| <b>SECOND SEMESTER FYUGP EXAMINATION, APRIL 2026</b>                            |                                                                                                                                                                                 |            |                          |                 |  |
| <b>(Regular/Improvement/Supplementary)</b>                                      |                                                                                                                                                                                 |            |                          |                 |  |
| <b>Discipline Specific Core (DSC) Courses - Minor</b>                           |                                                                                                                                                                                 |            |                          |                 |  |
| <b>HIS2MN114 : Entrepreneurship in Historical Tourism</b>                       |                                                                                                                                                                                 |            |                          |                 |  |
| <b>(Credits: 4)</b>                                                             |                                                                                                                                                                                 |            |                          |                 |  |
| <b>Time: 2 Hours</b>                                                            |                                                                                                                                                                                 |            | <b>Maximum Marks: 70</b> |                 |  |
| <b>Section A</b>                                                                |                                                                                                                                                                                 |            |                          |                 |  |
| <b>Answer the following questions. Each carries 3 marks (Ceiling: 24 marks)</b> |                                                                                                                                                                                 |            |                          |                 |  |
| 1.                                                                              | How does TFCl empower entrepreneurs in the tourism sector?                                                                                                                      | BL4        | CO1                      |                 |  |
| 2.                                                                              | Discuss how the WTO promotes inclusive and sustainable tourism development.                                                                                                     | BL2        | CO1                      |                 |  |
| 3.                                                                              | Why is storytelling important in branding historical places?                                                                                                                    | BL2        | CO4                      |                 |  |
| 4.                                                                              | What are some key financial metrics that tourism entrepreneurs should track to measure their business performance?                                                              | BL1        | CO2                      |                 |  |
| 5.                                                                              | How does community involvement benefit both tourists and locals?                                                                                                                | BL2        | CO2                      |                 |  |
| 6.                                                                              | How can a guide demonstrate active listening during a tour?                                                                                                                     | BL2        | CO3                      |                 |  |
| 7.                                                                              | Define the importance of navigation skills for a tour guide.                                                                                                                    | BL2        | CO3                      |                 |  |
| 8.                                                                              | Describe a situation where problem-solving is essential during a tour.                                                                                                          | BL2        | CO2, CO5                 |                 |  |
| 9.                                                                              | Explain the importance of balancing activities and attractions in a tour itinerary.                                                                                             | BL3        | CO5                      |                 |  |
| 10.                                                                             | Illustrate with an example how a Freedom Tour offers flexibility.                                                                                                               | BL3        | CO5                      |                 |  |
| <b>Section B</b>                                                                |                                                                                                                                                                                 |            |                          |                 |  |
| <b>Answer the following questions. Each carries 6 marks (Ceiling: 36 Marks)</b> |                                                                                                                                                                                 |            |                          |                 |  |
| 11.                                                                             | Discuss how IATO promotes sustainable and responsible tourism practices while representing Indian tour operators on international platforms.                                    | BL4        | CO1                      |                 |  |
| 12.                                                                             | Examine the contribution of TAAI towards professional development in the tourism sector through training programs, skill-building initiatives, and knowledge-sharing platforms. | BL5        | CO1                      |                 |  |
| <b>(PTO)</b>                                                                    |                                                                                                                                                                                 |            |                          |                 |  |

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|-----|-----------------------------------------------------------------------------------------------------------------------------------------------|-----|---------------------|
| 13. | How can heritage walking tours benefit both tourists and local communities?                                                                   | BL1 | CO6                 |
| 14. | What strategies can tourism entrepreneurs adopt to overcome cultural and environmental concerns?                                              | BL3 | CO1,<br>CO6         |
| 15. | Explain how effective communication enhances the experience of a guided tour.                                                                 | BL2 | CO3                 |
| 16. | Analyze the importance of cultural sensitivity in building trust with tourists.                                                               | BL4 | CO1,<br>CO3,<br>CO6 |
| 17. | Explain how the use of technology and sustainable practices can enhance the quality and appeal of a tour package in today's tourism industry. | BL2 | CO5                 |
| 18. | Discuss the types of attractions commonly included in package tours.                                                                          | BL1 | CO5                 |

### Section C

**Answer any one question. Each carries 10 marks (1 x 10 = 10 Marks)**

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|-----|--------------------------------------------------------------------------------------------------------------------------------------------------------|-----|-----|
| 19. | Examine the role of entrepreneurship in national development, with a particular focus on its impact on the tourism industry.                           | BL5 | CO2 |
| 20. | Analyze the role of technology, including AR and VR, in enhancing guided tours. How do digital tools improve tourist safety, engagement, and learning? | BL4 | CO3 |

**CO : Course Outcome**

**BL : Bloom's Taxonomy Levels** (1 – Remember, 2 – Understand, 3 – Apply, 4 – Analyse, 5 – Evaluate, 6 – Create)