

IMBA in AVI (NEP) Sem.-4 Examination**DSC-M-AVI-244****International Tourism****Time : 2-00 Hours]****May-2025****[Max. Marks : 50****Figures to the right indicate Full Marks.****Do not write anything on the question paper.****Do not use scientific calculators.**

Q 1	Describe the changes in global tourism trends from the medieval period to post-industrial revolution. OR Analyze how the Silk Route helped in cultural exchange and tourism development.	10
Q 2	Describe the tourism attractions of Nepal and their role in religious tourism. OR Examine the natural and cultural elements that make Sri Lanka a popular destination.	10
Q 3	Discuss the tourism value of local handicrafts such as woodwork and its impact on rural economy. OR Examine the role of Hindu culture and festivals in international tourism.	10
Q 4	Discuss the functions and relevance of ICCA and ICPB in MICE tourism. OR Explain the role of events such as religious and business festivals in tourism promotion.	10
Q 5	Evaluate the importance and uniqueness of the Berlin Trade Fair (BTF) in promoting international tourism. OR Define MICE tourism and explain its scope and importance.	10