



'সমান্তো বন্দ্রঃ সন্মিতিঃ স্ৰমাদী'

**UNIVERSITY OF NORTH BENGAL**  
B.A./B.Sc. Sec 1st Semester Examination, 2023

**UECOSEC11001-ECONOMICS**  
**TOURISM AND ENTREPRENEURSHIP**

Time Allotted: 2 Hours

Full Marks: 40

*The figures in the margin indicate full marks.*

**GROUP-A**

1. Answer any *five* questions:

1×5 = 5

- What is sustainable tourism?
- Mention any two functions of NTO.
- Mention any two sources of finance in tourism industry.
- Mention two important tourism sites in West Bengal.
- Distinguish between Inbound and Outbound tourism.
- What is Mountain tourism?
- Mention names of any two International Tourism Organisation.
- Mention two important features of Eco-Tourism.

**GROUP-B**

Answer any *three* questions

5×3 = 15

- What are the positive and negative impacts of tourism?
- What are the functions of State Tourism Organisations (STO) in promoting tourism in India?
- What are the factors influencing entrepreneurship in Tourism? Discuss briefly.
- What is the role of WBTD in developing tourism in West Bengal?
- Distinguish between domestic tourism and international tourism.

**GROUP-C**

Answer any *two* questions

10×2 = 20

- Write a note on Medical Tourism and Sustainable Tourism.
- Briefly explain the scope of Event Management. What are the key steps behind successful events?
- Discuss the role of United Nations World Tourism Organisation (UNWTO) in promoting Tourism.
- Briefly explain the importance of Darjeeling and Kalimpong Hills as tourism sites in West Bengal.

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