

B.B.A. SEM – VI (2015 CBCS Course) : SUMMER - 2019
SUBJECT: ELECTIVE – IV: 6) TOURISM MANAGEMENT - II
(Hospitality Management)

Day: Wednesday
Date: 24/04/2019

S-2019-1994

Time: 10.00 AM TO 01.00 PM
Max. Marks: 100

N.B.:

- 1) Attempt any **FOUR** questions from Section –I and any **TWO** questions from Section –II.
 - 2) Figures to the right indicate **FULL** marks.
 - 3) Answers to both the sections should be written in *SAME* answer book.
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SECTION –I

- Q.1** Discuss in detail the special features of tourism marketing. (15)
- Q.2** Explain the need and objective of tourism planning policy. (15)
- Q.3** Explain what is restricted and protected areas and types of restrictions. (15)
- Q.4** Discuss various HRD problems and issues in travel industry. (15)
- Q.5** Write short notes on **ANY THREE** of the following: (15)
- a) Air transport
 - b) Segmentation in tourism industry
 - c) Tribal festival's
 - d) Currency Regulations

SECTION-II

- Q.6** As an expert of the tourism industry in India you are expected to write an essay (20) on the various luxury trains of the Indian Railways.
- Q.7** Design a tourist promotion plan targeting foreign tourists for the annual (20) Carnival to be held in Goa for 4 days.
- Q.8** As an organizer of a major fair which recently concluded you are expected to (20) take a feedback of what the tourists felt about the fair. Design a structured questionnaire to get feedback from tourists about the same.

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