

B.B.A. (2010 COURSE) SEM- V : SUMMER - 2018
SUBJECT: ELECTIVE – II: e) TOURISM MANAGEMENT –I (HM)

Day: **Friday**
Date: **04/05/2018**

S-2018-1676

Time: **02.00 PM TO 05.00 PM**
Max. Marks: 70

N.B.:

- 1) **Q. No. 1 is COMPULSORY.**
 - 2) Attempt any **FOUR** questions from **Q. No. 2 to Q. No. 8.**
 - 3) Figures to the right indicate **FULL** marks.
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- Q.1** Explain the role and contribution of IATA in development of tourism. (14)
- Q.2** Explain the terms Itinerary and various types of Itineraries. (14)
Plan one day itinerary for 10 pax for Delhi Darshan.
- Q.3** Discuss various types of tours and the components of a standard tour package. (14)
- Q.4** Discuss the need and significance of travel and trade associations. (14)
- Q.5** As an advertising manager for a tours and travel company you are expected (14)
to throw light on the following terms:
i) Alternative tourism
ii) Special interest tours.
- Q.6** List and explain the duties and role of a travel agency .Explain the qualities (14)
one should possess to be a good tour manager.
- Q.7** Write short notes on any **TWO** of the following: (14)
- a) The Grand tour
 - b) Mass tourism
 - c) WATA guidelines for tour operators
 - d) Health regulations at immigration point
- Q.8** Explain the following types of tourism: (14)
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|------------------------|-----------------------|
| a) Space tourism | b) Automic tourism |
| c) MICE tourism | d) Health tourism |
| e) Medical tourism | f) Pilgrimage tourism |
| g) Disaster tourism | h) Sand tourism |
| i) Sustainable tourism | j) Eco tourism |
| k) Spa tourism | l) Adventure tourism |
| m) Water tourism | n) Virtual tourism |

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