

B.B.A. (2010 COURSE) SEM- V : WINTER - 2017

SUBJECT: ELECTIVE – II: e) TOURISM MANAGEMENT –I (HM)

Day: **Thursday**
Date: **16/11/2017**

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

W-2017-1584

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 following types of tourism. (14)
- | | |
|----------------------|------------------------|
| a) Virtual tourism | b) Water tourism |
| c) Adventure tourism | d) Spa tourism |
| e) Eco tourism | f) Sustainable tourism |
| g) Sand tourism | h) Automic tourism |
| i) Space tourism | j) MICE tourism |
| k) Health tourism | l) Pilgrimage tourism |
| m) Disaster tourism | n) Heritage tourism |
- Q.2** Discuss the various types of tours and state the components of a standard tour package. (14)
- Q.3** Explain the role and contribution of WTO in development of Tourism. (14)
- Q.4** Explain the term itinerary and various types of Itineraries. Plan one day itinerary for 35 pax for 'Mumbai Darshan'. (14)
- Q.5** List and explain the duties and role of a Travel agency. Explain the qualities one should have to be a good tour manager. (14)
- Q.6** Write short notes on any **TWO** of the following: (14)
- a) Travel Motivators
 - b) Stake holders of tourism
 - c) The Grand Tour of Thomas Cook
 - d) Health regulations at immigration point.
- Q.7** As an advertising manager for tour's and travel company, you are expected to throw light on the following areas: (14)
- i) Economic and Cultural impacts of tourism
 - ii) Special interest tours
- Q.8** Write a note on passport and Visa and Explain their various types. (14)

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