

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

**SUBJECT: ELECTIVE IV: TOURISM MANAGEMENT – II  
(Hospitality Management)**

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

**W-2017-1600**

Time: **10.00 AM TO 01.00 PM**  
Max. Marks: **70**

**N.B.:**

- 1) **Q. No. 1 is COMPULSORY.**
- 2) Answers **ANY FOUR** questions from **Q. No. 2 to Q. No. 7.**
- 3) Figures to the right indicate **FULL** marks.

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- Q.1** a) Write a short notes on the following: (**ANY TWO**) (08)
- i) Palace-on-wheels
  - ii) Types of Visa's
  - iii) MICE
- b) Explain the role of the transport sector in tourism. (06)
- Q.2** a) Explain the process and steps in marketing a tourism product, like a package tour. (07)
- b) What are the specific characteristics of tourism as a service product? Explain with examples. (07)
- Q.3** a) Write a detailed note on: Fairs and festivals in India. Explain their touristic importance. (07)
- b) What are the various types of accommodations available to tourists? (07)
- Q.4** a) Explain the training and development techniques used for travel agency staff. (07)
- b) What are the various problems and issues pertaining to HRD in the travel industry? (07)
- Q.5** a) Write a note on the following: (10)
- i) Health regulations in tourism
  - ii) Currency regulations in tourism
  - iii) Customs regulations in tourism
  - iv) Restricted and protected areas in tourism
- b) Explain the role of waterways in tourism, with examples. (04)
- Q.6** a) Write a note on any two luxury trains in India. (07)
- b) Explain the process of market segmentation in tourism. (07)
- Q.7** a) What is the need for tourism planning policy and development? Explain National Action plan for tourism. (06)
- b) What are the different methods used for tourism marketing and promotion? Explain with examples. (08)