

Roll No.

Total No. of Pages : 02

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B.Sc.(ATHM) (2014 to 2017)(Sem.-2)

TOURISM MANAGEMENT

Subject Code : BTA-08

M.Code : 11538

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

1. **SECTION-A** is **COMPULSORY** consisting of **TEN** questions carrying **TWO** marks each.
2. **SECTION-B** contains **FIVE** questions carrying **FIVE** marks each and students have to attempt any **FOUR** questions.
3. **SECTION-C** contains **THREE** questions carrying **TEN** marks each and students have to attempt any **TWO** questions.

SECTION-A

1. **Write short notes on :**

- a) Seasonal Tourism
- b) T.D.R.
- c) Tourism Marketing
- d) T.R.
- e) Tour
- f) In bound Tourist
- g) Traveller
- h) Marketing Segmentation.
- i) Infrastructure of Tourism
- j) Managerial skills

SECTION-B

2. What do you understand by marketing mix tour?
3. Explain the different components of tourism.
4. What do you understand by demand and supply management in tourism?
5. Discuss the different tourist services required by a tourist.
6. Differentiate between Tourism Policy and Tourism Planning.

SECTION-C

7. Discuss the different Tourism Organization's in India.
8. Why tourism planning is important? Explain.
9. Explain the Leiper's model of tourism system.

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.