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A-67]

SARDAR PATEL UNIVERSITY
First Year B.B.A. (TTM) EXAMINATION
SEMESTER- II

Tuesday, 5th April 2016

2.30 P.M. TO 4.30 P.M

SUBJECT: Tourism Products and Development

Paper Code : UM02CBBT11

TOTAL MARKS: 60

Note: Figures to the right indicate marks of the questions.

Q.1 What is tourism product? How would you classify the tourism products discuss by giving relevant examples? (15)

OR

Q.1 Discuss tourism product development process. (15)

Q.2 Explain in detail Hindu temple Architecture by giving examples. (15)

OR

Q.2 (a) Write a note on Hindu festivals (10)

(b) Explain in brief any one specialized fair. (05)

Q.3 (a) Define national park. Explain in detail any one national park as tourism product. (10)

(b) Write a note on youth tourism. (05)

OR

Q.3 Write note on following: (07)

1. Mountaineering

2. Risk Based Activities (08)

Q.4 Discuss the growth of Indian resort market. Write briefly types of resorts. (15)

OR

Q.4 Write note on:

1. Health tourism (07)

2. Theme park (04)

3. Handicraft (04)
