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SARDAR PATEL UNIVERSITY

B.B.A. (HON) TTM EXAMINATION

SEMESTER- IV

Saturday, 16th April 2016

10.30 A.M. TO 12.30 P.M.

UM04CBBT01

Tourism Products and Development- II

TOTAL MARKS: 60

Note: 1. Figures to the right indicate marks of the questions.

2. Answers should be precise and to the point.

Q.1 Explain the Wildlife as a Tourism Products & also explain about Island Tourism. [15]

OR

Q.1 Write down the following with the examples: [15]

- Mountains,
- Deserts and
- Beaches

Q.2 Define the Festivals? & Explain the festivals of Jains, Buddhist, & Muslims. [15]

OR

Q.2 What are the Fares? Explain about the Specialised fairs with some examples. [15]

Q.3 Explain the State-wise handicrafts, Souvenirs & Shopping, with the examples. [15]

OR

Q.3 What are the Duty-free Shops, Theme Parks & Entertainment , explain it. [15]

Q.4 What do you mean by Health Tourism? And explain about Designing health product development. [15]

OR

Q.4 Explain the type of Resorts and also explain the Growth of Indian resort market. [15]

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