

SEAT No.

No. of Printed Pages: 01

[18]

SARDAR PATEL UNIVERSITY
B.B.A. (HON) TTM (3 Years) EXAMINATION
SEMESTER-V
WEDNESDAY, 15th NOVEMBER 2017
10.00 A.M. TO 12.00 P.M.
UM05CBBT11
HERITAGE MANAGEMENT

Note: 1. Figures to the right indicate marks of the questions.
 2. Answers should be precise and to the point.

TOTAL MARKS: 60

- Q1.** Explain the following terms with an example. **(15)marks**
- Eco museums
 - Interpretation Centers
 - Economuseums

OR

- Q1.** Define Culture Tourism and explain its basic elements.

- Q2.** Explain the following terms... **(15)marks**
- Values related to Communication
 - Evaluation of non-use values

OR

- Q2.** Explain the Evaluation of External Effects or Repercussions.
- Q3.** Explain the effective management of heritage? **(15)marks**

OR

- Q3.** Explain about the Management of Human Resources.

- Q4.** What do you mean by the UNESCO ? what is the role of UNESCO in world heritage site. **(15)marks**

OR

- Q4.** Explain the Marketing Techniques used for Heritage Sites.
-