

[5] Seat No. _____

No. of printed page: 1

SARDAR PATEL UNIVERSITY
B.B.A. (IB) (V Semester) Examination
Monday, 13th November 2017
10.00 am – 12.00 pm
UM05CBBB04-TOURISM AND TRAVEL MANAGEMENT

Total Marks : 60

Note: Figures to the right indicate marks.

Q.1 Define tourism & travel management and explain its evolution and growth in India. (15)

OR

Q.1 Discuss : The 4A's of tourism –Attraction, Accessibility, Accommodation & Amenities. (15)

Q.2 Narrate Economic, Social, Cultural, Political & Environment impact of tourism. (15)

OR

Q.2 Discuss : Alternative Tourism – Eco Tourism, Agro Rural Tourism with reference to India (15)

Q.3 Write Note On : (a) Types of Travel Agent. (8)

(b) Role of Travel Agent in promotion of Tourism. (7)

OR

Q.3 Explain : Functions of Travel Agent. (15)

Q.4 Discuss : Types of Passport and Requirements for Passport for tourism. (15)

OR

Q.4 Explain various health regulation and economic regulation with reference to tourism management. (15)

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