

SEAT No. _____

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SARDAR PATEL UNIVERSITY
B.B.A. (HON) TTM (4 Years) EXAMINATION
SEMESTER-VII
FRIDAY, 24th NOVEMBER 2017
10.00 A.M TO 12.00 P.M
UM07EBBT01
HERITAGE MANAGEMENT

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 Define Culture Tourism and explain its Elements. **(15)marks**

OR

Q.1 Explain the following terms with an example.
 • Interpretation Centers
 • Economuseums

Q.2 What do you mean by the economic evaluation of heritage?
 Explain with some examples. **(15)marks**

OR

Q.2 Explain the following terms...
 • Value related to communication
 • Assessing utility value

Q.3 Explain the efficiency of heritage sites. **(15)marks**

OR

Q.3 Explain the effective management of heritage.

Q.4 Explain the Marketing techniques used for heritage sites. **(15)marks**

OR

Q.4 Explain the following National and International Organization engaged in heritage management i.e...

- ASI (Archeological Survey of India) &
- UNESCO

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