

(i) Printed Pages : 4

Roll No.

(ii) Questions : 8

Sub. Code :

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Exam. Code :

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Certificate Course (Add on Course)

1046

TOURISM AND TRAVEL (In all Mediums)

Paper : II : Tourism and Marketing

Time Allowed : Three Hours]

[Maximum Marks : 75

- Note :-** (1) Attempt **five** (5) questions in short from Unit-I. Each question carries 3 marks.
- (2) Attempt **four** (4) questions from Unit II. Each question carries 15 marks.

UNIT-I

I. Attempt any **five** questions in short :

- (a) What is tourism product ?
- (b) Name four tourist destinations of India.
- (c) What is Religious Tourism ?
- (d) What is Museums and Art Galleries ?
- (e) What is flora and fauna ?
- (f) Write role of History in tourism.
- (g) Write four methods of promoting tourism products.
- (h) What is Tourist Guides ?

3×5=15

UNIT-II

II. What is Tourism Product ? Discuss various products of tourism in detail. 15

III. What is Tourism Resource ? Discuss the features of natural and man made tourist destinations in India. 15

- IV. What is Religious Tourism ? Discuss about one religious tourist destination of your interest in detail. 15
- V. Write an essay on Guest Host Relationship. 15
- VI. Discuss the functions and role of tourist guides and tourist escorts in tourism Industry. 15
- VII. Discuss the functions and role of SITA Travel Agency. 15
- VIII. What is Profiling of tourist ? How does profiling of tourist help in increasing tourist inflow at particular destination ? 15

(हिन्दी माध्यम)

- Note :-** (1) Attempt **five** (5) questions in short from Unit-I. Each question carries 3 marks.
- (2) Attempt **four** (4) questions from Unit II. Each question carries 15 marks.

यूनिट-I

- I. कोई पांच प्रश्नों के उत्तर संक्षेप में लिखें :
- (क) पर्यटन उत्पाद क्या है ?
- (ख) भारत के कोई चार पर्यटन स्थानों के नाम लिखें।
- (ग) धार्मिक पर्यटन क्या है ?
- (घ) संग्राहलय एवम कला प्रदर्शनी क्या है ?
- (ङ) वनस्पति एवम जैविक समूह क्या है ?
- (च) पर्यटन में इतिहास की भूमिका लिखें।
- (छ) पर्यटन उत्पाद में वृद्धि करने के कोई चार तरीके लिखें।
- (ज) पर्यटक गार्ड क्या है ? 3×5=15

यूनिट-II

- II. पर्यटन उत्पाद क्या है ? पर्यटन के अलग-अलग उत्पादन के विषय में विस्तारपूर्वक लिखें। 15