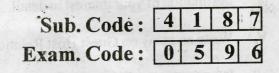
(i) Printed Pages: 4

Roll No.

(ii) Questions :8



Certificate Course (Add on Course) 1046

TOURISM AND TRAVEL (In all Mediums) Paper : II : Tourism and Marketing

Time Allowed : Three Hours][Maximum Marks : 75Note :- (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

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[Turn over

| IV. | What is Religious Tourism? Discuss about one religious tourist | |
|------|--|----------|
| | destination of your interest in detail. | 15 |
| | ALL CONTRACTOR AND THE MOUNT | (1)-4-10 |
| 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।

3×5=15

(ज) पर्यटक गाईड क्या है ?

यूनिट-II

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

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