

(Following Paper ID and Roll No. to be filled in your Answer Books)

**PAPER ID :****Roll No.**

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**M.B.A. (TM)****Theory Examination (Semester-II) 2015-16****TOURISM CONCEPT & IMPACTS****Time : 3 Hours****Max. Marks : 100****SECTION – A****1. Attempt all the following questions -****[2x10=20]**

- Define Tourism?
- What is service in tourism?
- Define Culinary Tourism?
- Write full form of following –
  - PATA
  - UFTAA
- Write city name of the following –
  - Hawa Mahal
  - Red Fort
- Which place in India is famous as Beach Tourism Destination?
- Which place in India is popular for its spectacular and unique sunrise & sunset?
- Write any two points as keys to good customer service.
- Who are incentive tourists?
- Write any two name of the train who provide rail tours in India.

**SECTION – B****2. Attempt any five questions –****[10x5=50]**

- Write about the concept of tourism.
- What is cultural and health tourism?
- Define tourism products and name the elements of tourism products.
- Write about All – India permits.
- Explain inbound and outbound tourism.
- Write about the international organization IATA in short.
- Write about the train palace – on – wheels.
- What is Roots Tourism & VFR?

**SECTION – C****Attempt any two questions. [1x2=30]**

- Write about the characteristics of tourism industry.
- Origin location and functions of WTO.
- Explain typology of tourism products.

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