

Department of Management
School of Management & Business Studies
JAMIA HAMDARD

Even Semester Examination 2022
BBA IV Semester

Subject Name: Managing Tourism Services
Subject Code: BBA-DS-102/BBA (I)-DS-102

MM: 75
Time: 03 Hours

Sec A

Attempt any six questions, each question carries 5 marks (6 X 5 = 30)

- Q1: Explain Tourism and its types ?
- Q2: Explain the Components & typology of tourism ?
- Q3: Explain the Tourist Destination Life Cycle ?
- Q4: Define MICE Tourism in detail?
- Q5: Describe the Travel agency and its types?
- Q6: What is the difference between tourist and visitor ?
- Q7: What are the different types of Tourism product
- Q8: Explain the five A's of Tourism with examples?
- Q9: Explain the role and function of Ministry of Tourism, Govt. of India in the development of tourism in India?

Sec B

Attempt any three questions, each question carries 15 marks (3 X 15 = 45)

- Q1: Explain the concept of Tourism and highlight its definition and types?
- Q2: Discuss the growth of tourism in India and also provide the impact of tourism on the economic development of any country?
- Q3: Critically discuss the main National concerns and problems related to tourism in India. How far do you think that Ministry of Tourism and ITDC have been able to overcome them?
- Q4: Explain the concept of Tourism product and its characteristics in detail, also provide the suitable examples to justify your answer
- Q5: Describe the Travel agents in detail and explain the role of Travel Agents in the development of Tourism Industry in India?
- Q6: Define Tourist Resources its definition & Differentiation, also provide the types of tourist resources in detail?