

DEPARTMENT OF MANAGEMENT, SMBS, JAMIA HAMDARD.
BBA SEMESTER EXAMINATION 2019
PAPER CODE: BBA S-102; PAPER TITLE: MANAGING TOURISM SERVICES

TIME: 03 Hours

Maximum Marks: 75

Roll No. _____

Instructions:

Write your roll number immediately on the receipt of this question paper.

SECTION-A (ATTEMPT ANY SIX QUESTIONS OUT OF NINE 6*5=30 MARKS)

1. Explain the term Tourism Management with the help of suitable examples.
2. Mention the various functions and roles of Ministry of Tourism, Government of India.
3. State the various roles & responsibilities of (PATA) Pacific Asia Travel Association.
4. Write a brief note on the United Nations World Tourism Organization (UNWTO)
5. Distinguish between inbound tourism and outbound tourism.
6. Briefly explain the concept of religious tourism in light of PRASAD- Government of India scheme.
7. Differentiate between Travel & Tourism.
8. What do you understand by International Excursionist explain with the help of examples?
9. Describe the term International visitor and domestic visitor

SECTION-B (ATTEMPT ANY THREE QUESTIONS OUT OF SIX 15*3 =45 MARKS)

1. Discuss the concept of Tourist Destination Life Cycle (TDLC) in detail with help of examples.
2. Adventure tourism is gaining popularity in the tourism sector, but its growth and revenue generation is still lacking in various areas of the country, what steps can be initiated to foster the growth of Adventure Tourism in India- Explain.
3. State and explain the various key elements in the Integrated Model of Tourism
4. Discuss the World Travel & Tourism Council (WTTC) in context to their functions and priority areas.
5. As a Tourism Management student what measures would you take to enhance the growth of a tourism sector-Discuss with examples.
6. Elucidate the concept of MICE Tourism in depth with suitable examples. Also elucidate on the significance of MICE Tourism in future of Indian Tourism. (15marks)

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