

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

B.Sc.(ATHM) (2014 to 2017) (Sem.-2)

**TOURISM INDUSTRY PROFILE**

Subject Code : BTA-07

M.Code : 11537

Time : 3 Hrs.

Max. Marks : 60

**INSTRUCTION TO CANDIDATES :**

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.
3. SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.

**SECTION-A**

**1. Explain the following terms :**

- a) UFTAA
- b) TAAI
- c) Golden Chariot
- d) Economy class
- e) Kingfisher first
- f) Inflight entertainment
- g) Luxury tent
- h) Jewels of the Deccan
- i) Splendor of the South
- j) Jetlite

### SECTION-B

2. Write the influence of The Oberoi Vanyavilas, Ranthambore in accommodation sector.
3. Elaborate IATA Goals.
4. Highlight the characteristics of Deccan Odessy.
5. Write short note on the functions of UFTAA.
6. List down the benefits of IATA membership.

### SECTION-C

7. Explain the product and services of Kingfisher Airlines.
8. Discuss the Kuoni Destination Management in India.
9. Describe the functions of FHRAI.

**NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.**