

**Total No. of Pages : 02**

**Total No. of Questions : 09**

**B.Sc.(ATHM) (2013 to 2017) (Sem.-2)**

# TOURISM MANAGEMENT

**Subject Code : BTA-08**

**Paper ID : [C0542]**

**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

**Q1. Answer the following :**

- a. Define Management.
- b. What do you understand by components of tourism?
- c. Why infrastructure is important for tourism development?
- d. Define market segmentation.
- e. Define tourism product.
- f. Define Planning.
- g. What is long term planning?
- h. Why tourism planning is important for destination development in long term?
- i. Role of private sector organisation in tourism development.
- j. Difference between tourism policy and tourism planning.

### SECTION-B

- Q2. What is Leiper's Model? Explain.
- Q3. What are the four types of segmentation?
- Q4. What are factors to be considered before pricing a tour package?
- Q5. Define marketing mix.
- Q6. What is the need of planning in tourism development?

### SECTION-C

- Q7. Discuss in detail the functions performed by Ministry of tourism, Government of India.
- Q8. Discuss with suitable examples the components of tourism system. Also address the issue of seasonality in tourism industry.
- Q9. What should be done to make a favourite destination for the inbound tourist? Discuss in detail the various levels of planning involved in process.