

PARUL UNIVERSITY
FACULTY OF MANAGEMENT
MBA Summer 2023 - 24 Examination

Semester: 06

Date: 22/04/2024

Subject Code: 06211253

Time: 1:30pm to 4:00 pm

Subject Name: Travel and Tourism: Policy planning and development

Total Marks: 60

Instructions:

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.

Q.1	Do as Directed.		CO	PO	Bloom's Taxonomy
A).	Multiple choice type questions/Fill in the blanks. (Each of 1 mark)	(05)	1	1	1
	1. Somnath Temple was built during which period.				
	a) Chalukya				
	b) Vikram Sarabhai				
	c) Muhammad Ali Jinnah				
	d) Mahatma Gandhi				
	2. Kaziranga national park is famous for		1	1	1
	a) One horned rhino				
	b) Deer				
	c) Wild Buffalo				
	d) Tigers				
	3. A person who combines all the services and make it a package is called		1	1	1
	a) Tourist				
	b) Tour Operators				
	c) Travel agent				
	d) Service provider				
	4. Which tourist circuits are being developed in Uttar Pradesh?		1	1	1
	a) Water cruise circuit				
	b) Jain shrines circuit				
	c) Sikh panth circuit				
	d) All of the above		1	1	1
	5. The Tourism board of Kerala is				
	a) KTDC				
	b) KIITS				
	c) KTC				
	d) KTCI				
B).	Define the following. (Each of 1 mark)	(05)			
	1. Bharat Darshan		1	1	1
	2. Tourist visa		1	1	1
	3. Package		1	1	1
	4. Itinerary		1	1	1
	5. Passenger, Transfer A		1	1	1
C).	Direct questions. (Each of 1 mark)	(05)			
	1. Bara Lacha La Pass is situated in which mountain range ?		2	2	2
	2. Write down the 4 P's of Marketing mix.		2	2	2
	3. What is the full form of IATA ?		2	2	2
	4. Define Ecotourism		2	2	2
	5. Name the places of char dham yatra.		2	2	2
Q.2	Answer the following questions.				
A).	What are the modes of transportation? Explain them in brief.	(07)	3	3	5
B).	Explain all the 5 A's of tourism.	(08)	3	3	5
Q.3	Answer the following questions.				
A).	What are the types of tour operators? Explain.	(07)	3	3	5
B).	Explain the steps in planning process	(08)	3	3	5

Q.4	Attempt any two questions. (Each of 7.5 mark)	(15)			
	1. While researching popular flight booking websites, we came across specific challenges that we needed to keep in mind while developing the platform. Most of these challenges were user-related, which we needed to make sure did not. Write down the challenges.		4	4	6
	2. Tourism is fast growing industry with creating a billion job opportunities every year. Government is making the tourism policies for the development of the destination, their upkeep and maintenance. Policies implemented will help the tourism industry to achieve the better result. Tourism creates direct and indirect job opportunities and opens the various segments for revenue generation. How tourism helps in country`s economic growth? Explain.		4	4	5
	3. There are various forms of wildlife tourism that tourists can experience including safaris, coral reef diving, animal watching and more. Some of the destinations emerging with rising popularity for wildlife tourism in India. Kaziranga is among one of the most popular in India. Why it is famous for? How online ticketing services helps our consumer?		4	4	1
	4. Tourism is a geographic concentrated phenomenon. It exists through people`s desire to move from the local to the global in search of embodied experience of other places as individuals and mass. What is the importance of tourism geography in social development?		4	4	1