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MTM-12

Total No. of Questions : 10]

[Total No. of Printed Pages : 2

MASTER OF ARTS (TOURISM MANAGEMENT)

Term-End Examination

June, 2014

**MTM-12 : TOURISM PRODUCTS : DESIGN AND
DEVELOPMENT**

Time : 3 Hours]

[Maximum Marks : 100

Note :-Attempt any *five* questions. All questions carry equal marks.

1. How will you plan a mega event like Kumbh Mela ? 20
2. Write notes on the following :
 - (a) Types of Events
 - (b) Categories of Resorts
 - (c) Type of adventure sports
 - (d) Types of cruises. 20
3. How can culture be developed as a tourism product ? Explain taking India as a case study. 20
4. As a tourism professional what are the issues you will consider related to tourism product designing development ? 20
5. Define SIT. Discuss various factors related to the designing of SIT. 20
6. What is island tourism ? What is the potential of island tourism in India ? 20
7. What is the scope of rural tourism in India ? What factors should be considered while developing rural tourism ? 20

MTM-12

Turn Over

K-29

(2)

8. Discuss the resources of wildlife tourism in India. How should tourism be planned in wildlife sanctuaries in India ? 20
9. What are issues and considerations for designing religious tourism products ? 20
10. What are the marketing techniques for cruise designers and developers ? What travel trips you will advise to the potential cruisers ? 20

MTM-12

K-29