

BACHELOR OF ARCHITECTURE

Term-End Examination

June, 2012

00543

BCR-071 : TRAVEL AND TOURISM (Module I)

Time : 3 hours

Maximum Marks : 100

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

1. What do you understand by the terms wholesalers and retailers in Tourism Industry ? Explain the linkage between Tour operators and Principle suppliers. 20

2. (a) What are the forms of tourism ? 10x2=20
(b) Discuss the present status of tourism in India.

3. Explain the A's of tourism and their role in destination development. 20

4. (a) What do you understand by Internet Marketing ? 10x2=20
(b) What are the activities of a Guide ? How are the activities different from that of a Tour Escort ?

5. What is a passport? How many types of passports are there? 20
6. (a) Write a note on Golden Triangle. 10x2=20
(b) Compare Delhi and Mumbai as Business Destination.
7. Discuss the role of Railways in the growth and promotion of tourism. 20
8. (a) Discuss the attractions of Singapore, a popular destination for Indian OBT. 10x2=20
(b) Write a note on River Cruises with examples from India.
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