



RF-4563-64

M. B. A. (THM) (Full Time) (Sem. - IV) Examination
April / May – 2010

402-Planning & Management of International Tourism

Time : 3 Hours]

[Total Marks : 100

RF-4563

Instructions :

(1)

नीचे दशांशके निशानीवाणी विगतो उत्तरवही पर अवश्य लिखनी. Fillup strictly the details of signs on your answer book.		Seat No. :	
Name of the Examination :		<input type="text"/>	
M. B. A. (THM) (FULL TIME) (SEM. - 4)		<input type="text"/>	
Name of the Subject :		<input type="text"/>	
402-PLANNING & MANAGEMENT OF INTERNATIONAL TOURISM		<input type="text"/>	
Subject Code No. : <input type="text"/> 4 <input type="text"/> 5 <input type="text"/> 6 <input type="text"/> 3		Section No. (1, 2,.....) : <input type="text"/> 1	
		Student's Signature	

(2) Answers to section I and section II must be written in separate answer books.

(3) Q.1 Q.5 of Section I and Q.6, Q.10 of Section II are compulsory.

(4) From Q.2,3,4 of Section 1 and Q.7, Q.9 of Section II attempt 2 questions respectively.

(5) Figures to the right of every question indicate marks.

1 Explain Tourism Planning Process in detail. 15

2 Explain the process of Consumer Decision Making for holiday. 10

3 Explain the National Committee on Tourism. 10

4 Explain how Aviation and Cruise ship industry have a major climate change. 10

5 (a) Write short notes on (any two) 10

(i) Carrying Capacity

(ii) WTO

(iii) PATA

(b) Define the following terms : 5

(i) Affinity Group

(ii) Amenities

(iii) Attraction

(iv) Accommodation

(v) Destination.

RF-4564

Instructions :

(1)

नीचे दृशावेक निशानीवाणी विगतो उत्तरवडी पर अवश्य कभवी. Fillup strictly the details of signs on your answer book.	Seat No. :
Name of the Examination :	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
<input type="checkbox"/> M. B. A. (THM) (FULL TIME) (SEM. - 4)	<input type="text"/>
Name of the Subject :	
<input type="checkbox"/> 402-PLANNING & MANAGEMENT OF INTERNATIONAL TOURISM	
<input type="checkbox"/> Subject Code No. : <input type="text" value="4"/> <input type="text" value="5"/> <input type="text" value="6"/> <input type="text" value="4"/> <input type="checkbox"/> Section No. (1, 2,.....) : <input type="text" value="2"/>	Student's Signature

- (2) Answers to section I and section II must be written in separate answer books.
- (3) Q.1 Q.5 of Section I and Q.6, Q.10 of Section II are compulsory.
- (4) From Q.2,3,4 of Section 1 and Q.7, Q.9 of Section II attempt 2 questions respectively.
- (5) Figures to the right of every question indicate marks.
- 6 Prepare an Itinerary for Europe. 15
- 7 Explain in detail Trends in International Tourism. 10
- 8 Explain the economic (Positive/Negative) factor of Toruism. 10
- 9 Explain Tourism Planning in India. 10
- 10 (a) Define the following terms : 10
- (i) Disembarkation
- (ii) Embarkation
- (iii) Multiplier
- (iv) Ethnic Tour
- (b) Abbreviations : 5
- (i) LOS
- (ii) RTO
- (iii) TIAA
- (iv) TTRA
- (v) VFR