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SEAT No. _____

No. of Printed Pages : 1

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SARDAR PATEL UNIVERSITY
T.Y.B.B.A(International Business) Semester – V
Code: UM05CBBF04/B04

Subject: Tourism and Travel Management

Date: 26-10-2018, Friday

Time: 10:00A.M. To 12:00P.M

Total Marks: 60

Note : Justify your answers according to marks.

- Q.1 (a) Define Tourism. Explain Growth and Evolution of Tourism. 08
(b) Discuss the 4 A's of Tourism. 07

OR

- Q.1 Discuss in detail about present status of tourism in India. 15

- Q.2 (a) What is Eco Tourism? Give some examples of eco-tourism in India. 08
(b) Write a note on Agro Rural Tourism. 07

OR

- Q.2 (a) Write a note on MICE. 07
(b) Explain Impact of Tourism in detail. 08

- Q.3 Give the meaning and definition of Travel Agent. Explain its types. 15

OR

- Q.3 Discuss the Functions of Travel Agent. 15

- Q.4 Write a short note on following: 15
(a) Health Regulation-Vaccination and Health Insurance
(b) Economic Regulation-Foreign Exchange.

OR

- Q.4 What is Passport? Explain its issuing authority, types of passport and Requirement for passport. 15

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