

SEAT No. _____

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SARDAR PATEL UNIVERSITY

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[12]

External Examination - October 2018

T Y BBA (Hons.) TTM
Semester - 5th

Subject: - Heritage Management

Code: - UM05CBBT11

Date: - 29/10/2018

Time: - 10: 00 AM To 12: 00 PM

Day: - Monday

Mark: - 60

Q. 1. What are the types of resources of cultural and historical sites? Discuss in brief. (15)

OR

Q. 1. What are the 'Elements' of tourism? Explain the following terms. (15)

(a) Economuseum (b) Ecomuseum (c) Interpretation centre

Q. 2. What is the concept of 'Economic value of heritage'? Explain the role of heritage management in economic and social development of country. (15)

OR

Q. 2. What do you understand by the 'Economic limits' of heritage management? Discuss in brief. (15)

Q. 3. What is the importance of 'Human Resources' in planning of heritage management? Discuss in brief. (15)

OR

Q. 3. What are the various 'Organization' are involved in 'Heritage management'? Explain the role of 'Promotion' in marketing. (15)

Q. 4. What are the 'Utility functions' in case of 'Museum'? Explain the challenges faced by management? (15)

OR

Q. 4. What are the 'advantage and limitation' of segmentation in heritage marketing? Explain the 'Marketing Techniques' used for heritage sites. (15)

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