

(A32)

SEAT No. \_\_\_\_\_

No. of Printed Pages: 01

**SARDAR PATEL UNIVERSITY**  
**B.B.A. (HON) TTM (4 Years) EXAMINATION- ( NC)**  
**SEMESTER- I**  
**WEDNESDAY, 24<sup>th</sup> OCTOBER 2018**  
**2.00 P.M TO 4.00 P.M**  
**UM01CBBT03/H03**  
**INTRODUCTION TO TOURISM**

**TOTAL MARKS: 60**

**Note: 1. Figures to the right indicate marks of the questions.**  
**2. Answers should be precise and to the point.**

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**Q.1** Define the Tourism. And explain the Inbound And Outbound Tourism. **(15)Marks**

**OR**

**Q.1** Explain the components of Tourism. And explain the forms of Tourism i.e Religious and Historical.

**Q.2** Explain the growth and development of modern Tourism. **(15)Marks**  
What do you mean by recent trends? Explain.

**OR**

**Q.2** Explain about the Travel in the 19<sup>th</sup> and 20<sup>th</sup> Century.

**Q.3** What do you mean by the need for Organization? **(15)Marks**

**OR**

**Q.3** Explain about the following terms..

- IATA
- PATA
- ICAO

**Q.4** Explain about the career opportunities in travel trade. **(15)Marks**

**OR**

**Q.4** Explain the major issues and concerns to develop tourism.

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