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SARDAR PATEL UNIVERSITY
B.B.A. (HON) TTM EXAMINATION
SEMESTER-II
WEDNESDAY, 8th APRIL 2015
2:30 P.M. TO 4:30 P.M.
UM02CBBT01
ORGANIZATION OF TOURISM & TRAVEL – I (THEORY)

TOTAL MARKS: 60

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

Q.1. (A) Define a Travel Agency. And explain the role of a Travel Agency. [15]

OR

Q.1. (A) How could you Setting up a Travel Agency? explain it. [15]

Q.2. (A) Explain about the IATA Geography of the following areas.(Any three) [15]

1. North America
2. South America
3. Europe
4. South East Asia

OR

Q.2. (A) What do you mean by Map Reading ? explain with the appropriate examples. [15]

Q.3. (A) Define the Tours and explain the types of Tour. (In detail) [15]

OR

Q.3. (A) Explain about the Producing And Marketing Tour Packages. And explain the Sales Technique. [15]

Q.4. (A) Explain about the following Tourist Destinations in India. [15]
 i.e Delhi, Goa, Kerala.

OR

Q.4. (A) Give the brief Introduction of the following tourist destination i.e Gujarat, Maharashtra, Madhya Pradesh. [15]
