

SARDAR PATEL UNIVERSITY
B.B.A. (HON) TTM EXAMINATION
SEMESTER- II
Friday, 6th April 2018
2:00 P.M. To 4:00 P.M.
UM02CBBT11
Tourism Products and Development

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 What are the tourism products? Explain about the components of tourism products? [15]

OR

Q.1 Explain about the classification of tourism products? [15]

Q.2 What do you mean by festival of Hindu and Christian? Explain it. [15]

OR

Q.2 Explain the following terms: [15]

- Islamic Architecture
- Secular fairs
- Parsis festivals

Q.3 Explain the following terms: [15]

- Youth tourism
- Mountaineering
- Safaris

OR

Q.3 Explain about the wildlife & national parks as tourism products. [15]

Q.4 Explain the following terms: [15]

- Souvenir and shopping
- Duty-free shops
- Health tourism

OR

Q.4 Explain the types of Resorts and also explain growth of Indian resort market. [15]