

Seat No.: \_\_\_\_\_

No. of Printed Pages: (1)

[A-4]

**SARDAR PATEL UNIVERSITY**  
**B.B.A. (HON) TTM EXAMINATION**  
**SEMESTER- VII**  
**Thursday, 1<sup>st</sup> December 2016**  
**10:00 A.M To 12:00 P.M.**  
**UM07EBBT01**  
**Heritage Management**

**TOTAL MARKS: 60**

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

---

**Q1(A)** Explain the following terms with an example. **(15)marks**  

- Eco museums
- Interpretation Centers

**OR**

**Q1(B)** Define Culture Tourism and explain its Elements.

**Q2(A)** What do you mean by the economic evaluation of heritage? **(15)marks**  
Explain with some examples.

**OR**

**Q2(B)** Explain the economic value of heritage.

**Q3(A)** Explain the effective management of heritage. **(15)marks**

**OR**

**Q3(B)** Explain the efficiency of heritage sites.

**Q4(A)** Explain the Marketing techniques used for heritage sites ? **(15)marks**

**OR**

**Q4(B)** Explain the following National and International Organization engaged in heritage management i.e...

- ASI ( Archeological Survey of India) &
- UNESCO

\*\*\*\*\*