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**(Printed Pages 3)**

Roll No. \_\_\_\_\_

## **ITS-3587**

**B.B.A. (T) (Semester-VI) Examination, 2015**

**Tourism Development and Govt. Policy**

**(BTA-602)**

*Time Allowed : Three Hours ] [ Maximum Marks : 70*

**Note :** Answer **five** questions in all. Questions **No. 1** is **compulsory**. Attempt one question from each Unit.

1. Write short notes on : 5×6=30
- (a) Consequences of Unplanned Development?
  - (b) Role of Social Media Marketing
  - (c) TFCI
  - (d) Tourist train of your choice (Any one)
  - (e) Types of Heritage Hotels

**P.T.O.**

(2)

**Unit-I**

2. What are the reasons that make tourism planning Indispensable? 10
3. What are the key issues that you will keep in mind while planning for adventure and youth tourism? 10

**Unit-II**

4. What are the new trends that are catching up and which areas do you think will need to be taken care of while planning to remain upto date and encash the trends in India's favour? 10
5. What policies of government support Investment in hotel and tourism industry in India? 10

**Unit-III**

6. Write an essay on the "Incredible India Campaign"?

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(3)

7. What do you understand by "Tourist Trains"? Which all trains of India can be included in this list? 10

**Unit-IV**

8. Write short notes on : 10  
(a) TAJ MAHOTSAV  
(b) KHAJARAHO MAHOTSAV
9. Discuss the concept of heritage in terms of hospitality business? Discuss any four successful heritage properties of India? 10

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