

PGDTH - 02

December - Examination 2015

PGDTH Examination**Tourism Management****Paper - PGDTH - 02****Time : 3 Hours]****[Max. Marks :- 100**

Note : The question paper is divided into three Sections. A, B, and C. Write answers as per the given instructions.

Section - A

10 x 2 = 20

(Very Short Answer Questions)

Note : Answer all the ten questions. Maximum word limit is 30 words for each question. All the questions in this section are compulsory.

- 1) (i) What do you mean by physical motivators?
- (ii) What is a VISA?
- (iii) What do you understand by the term tourism infrastructure?
- (iv) Which three public sector undertakings were amalgamated into the 'Indian Tourism Development Corporation Ltd'?

- (v) Why is there a need to preserve historical monuments?
- (vi) What were the two main objectives of colonial government in construction of railways in India?
- (vii) What is the responsibility of IAAI (International Airports Authority of India)?
- (viii) What is Advertising?
- (ix) Why field research is of vital importance for a tourist market?
- (x) What factors promote cultural tourism?

Section - B

4 x 10 = 40

(Short Answer Questions)

Note : Answer any four questions. Maximum word limit is 200 words for each question.

- 2) How has tourism become a well organised industry? Explain.
- 3) Discuss the employment potential of tourism.
- 4) What is a passport? Explain the types of passport.
- 5) Discuss the role of various advertising media.
- 6) What do you know about Package Tours? Explain.
- 7) Explain the meaning of strategy and the advantages of strategic planning.

- 8) What do you understand by Natural growth of tourism?
- 9) Write a brief comment on impact of tourism on society.

Section - C

2 x 20 = 40

(Long Answer Questions)

Note : Answer any two questions out of four. Maximum word limit is 500 words for each question.

- 10) What is National Tourism Organisation? Discuss its functions.
- 11) Explain various steps for development of tourism
- 12) "Tourism marketing, promotion and publicity and three allied and interlinked activities." Discuss.
- 13) Write short notes on the following :
 - (i) Indian Civil Aviation Organisation (ICAO)
 - (ii) Rajasthan Tourism Development Corporation.
