

PGDTHM-02

June - 2015

**PGDTHM Examination- June, 2015****Tourism Management**

PGDTHM-02

*Time : Three Hours]**[Max. Marks : 100*

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

**Section-A**

Very Short Answer Type Question (Compulsory)

10x2=20

Note : Answer all the ten questions. Maximum word limit is 30 words for each question. All the questions in this section are compulsory. Each question will be of 2 (two) marks and maximum marks of this section will be 20 marks.

1.
  - (i) What are special Interest Tours?
  - (ii) What is the validity of a VISA?
  - (iii) What do you mean by tourism?
  - (iv) When did Air India start its services?
  - (v) Who is a tourist guide?
  - (vi) What do you understand by International Red Cross Passport?
  - (vii) What is the aim of Advertising?
  - (viii) Give any four barriers to travel.
  - (ix) In which four broad groups can travel trade be classified?
  - (x) What are the uses of Market research?

(1)

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### **Section-B**

(Short Answer Question )

Note : Answer any four questions. Maximum word limit is 200 words for each question. Each question will be of 10 (ten) marks and maximum marks of this section will be 40 marks.

10x4=40

2. What is the role of Travel Agency?
3. Discuss various types of marketing strategies.
4. Explain the types of 'Market Analysis' and its uses.
5. What are the various aspects of Cultural Tourism.
6. Write a brief note on the motivators for travel.
7. Explain the role and importance of tourism in National Economy.
8. Give a note on IATA (International Air Transport Association).
9. Discuss the role of hotels and restaurants in travel trade.

### **Section-C**

(Long Answer Question )

Note : Answer any two questions. Maximum word limit is 500 words for each question. Each question will be of 20 (twenty) marks and maximum marks of this section will be 40 marks.

2x20=40

10. Explain the various aspects of tourism infrastructure.
11. Discuss in detail the functions performed in 'Market Concept' implementation.
12. What is the role of publicity in the development of tourism.
13. Discuss the organisational set up and functions of Department of Tourism in Rajasthan.