Sub Code: KMT304

Paper Id: 271314 Roll No: | | | | | | | | | | | | | |

MBA (TM)
(SEM-III) THEORY EXAMINATION 2019-20
TOURISM POLICY, PLANNING AND DEVELOPMENT

Time: 3 Hours ***Total Marks: 100***

Note: 1. Attempt all Sections. If require any missing data; then choose suitably.

SECTION A

1. Attempt *all* questions in brief. 2 x 10 = 20

Qno.	Question	Marks
a.	What is the visit India Year?	2
b.	What is the full form of UNDP?	2
c.	Write one difference between convention and conference.	2
d.	What is full form of GOI?	2
e.	Which year the campaign title as 'Atithi Devo Bhava' was launched?	2
f.	What is the year of establishment of IITTM?	2
g.	What do you understand with the word accommodation facilities?	2
h.	Write the year of establishment of DOT and ITDC.	2
i.	Where Lord Buddha did Enlighten?	2
j.	In which five year plan tourism got his first allotment of funds.	2

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SECTION B

2. Attempt any *three* of the following: 3 x 10 = 30

Qno.	Question	Marks
a.	What is the role of state and local tourism organization in carrying out tourism policies?	10
b.	Write down the strategies outlined of the Action plan 1992 for achieving the objectives.	10
c.	What are the various objectives of Tourism policy? Explain along with definition.	10
d.	How many stages are there in the formulation of Policy?	10
e.	What is the importance of circuit in India? Write with an example.	10

SECTION C

3. Attempt any *one* part of the following: 1 x 10 = 10

Qno.	Question	Marks
a.	How are the objectives of Tourism policy achieved?	10
b.	Write down the main recommendation of Sir John Sergeant Committee.	10

4. Attempt any *one* part of the following: 1 x 10 = 10

Qno.	Question	Marks
a.	What is the government policy for investment in tourism industry?	10
b.	According to HADP, what is the problem & classification of Hill area?	10

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5. Attempt any *one* part of the following: 1 x 10 = 10

Qno.	Question	Marks
a.	What are the Tourism planning Approaches and Techniques?	10
b.	Explain the types of Tourism planning.	10

6. Attempt any *one* part of the following: 1 x 10 = 10

Qno.	Question	Marks
a.	How Euro agreements make the journey easy for tourists?	10
b.	Write about the International Agreement Warsaw Convention.	10

7. Attempt any *one* part of the following: 1 x 10 = 10

Qno.	Question	Marks
a.	Write down the different role of public and private sector in tourism development.	10
b.	Write about any famous circuit of India which is landmark in the tourism development.	10

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