WEST BENGAL STATE UNIVERSITY
BBA(TAH) Honours 3rd Semester Examination, 2020, held in 2021

BTHACOR07T-BBA(TAH) (CC7)

PRODUCTS AND SERVICES

Time Allotted: 2 Hours   Full Marks: 50

The figures in the margin indicate full marks.
Candidates should answer in their own words and adhere to the word limit as practicable.
All symbols are of usual significance.

GROUP-A

Answer any *two* questions from the following   10×2 = 20

1. What is colonialism? What are the contributions of colonial rule for development of tourism in India? Support your answer with example.   2+6+2

2. What do you mean by Culture? Discuss on National and Regional Culture and Tradition.   3+7

3. What do you mean by Unity in Diversity? Discuss the same with references to India.   3+7

4. What do you mean by Disaster and Vulnerability? How can disaster affect Tourism?   4+6

5. Explain how local or regional literature can be treated as one of an important part for tourism promotion.   10

6. Briefly discuss the Policy and steps taken by Government for protection and conservation of the Cultural Heritage of India.   10

GROUP-B

Answer any *two* questions from the following   15×2 = 30

7. How environment can be an important factor for tourist destination? Give your answer with example. What do you understand by the term "Intellectual Property Rights"?   10+5

8. What are festivals? What are the positive and negative impacts of festivals?   3+6+6

9.   Explain the Politics of Resource Control and extraction over forest and water.   8+7

10. What are the differences between Tangible and Intangible tourism resources? Give at least two such resources example for each and explain their characteristics.   7+8

11. Discuss in brief the Indian Environmental Laws.   15

12. Discuss in brief the main policy for development of Cultural and Beach Tourism.   8+7

N.B. : *Students have to complete submission of their Answer Scripts through E-mail / Whatsapp to their own respective colleges on the same day / date of examination within 1 hour after end of exam. University / College authorities will not be held responsible for wrong submission (at in proper address). Students are strongly advised not to submit multiple copies of the same answer script.*

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