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School of Hospitality**Bachelor of Business Administration in Tourism and Travel
Mid Term Examination - Nov 2023****Duration : 90 Minutes
Max Marks : 50****Sem I - I1UA105C - Tourism Resources of India**General Instructions*Answer to the specific question asked**Draw neat, labelled diagrams wherever necessary**Approved data hand books are allowed subject to verification by the Invigilator*

- 1) Explain tourism as a service industry. K2 (2)
- 2) Who is Responsible for Destination Marketing? K1 (3)
- 3) Classify the Non Traditional Resources. K2 (4)
- 4) Classify the Factors responsible for the diversification of tourism Industry. K2 (6)
- 5) Classify the Destination Use by Tourists and Impacts. K3 (6)
- 6) Identify the 'Push' and 'Pull' factors in tourism. K3 (9)
- 7) Classify the Understanding the Demand side of Tourism K4 (8)
- 8) Discuss the characteristics of Religious Tourism in detail. K4 (12)

OR

- Create the A Synthesis of Models of Tourism System. K4 (12)