

Department of Tourism and Travel Management

Central University of Jammu

End-Semester Examination of MBA (HRM) Sem-3RD

COURSE TITLE: IDC-Tourism Products of India (~~PGTTM1002T~~) PGTTM3I002T

Time Allowed: 3 Hrs.

Maximum Marks: 100

Section A

Note: (1) All questions are compulsory and choose the most appropriate answer

(2) Maximum time allowed is ten minutes. (3) Each question carries 1.5 marks.

10x1.5

1. The Bandipur national park is located in the following

- a. Andhra Pradesh
- b. Karnataka
- c. Tamil Nadu
- d. Kerala

2. The rail museum of India is located in

- a. Ghatkoper, Mumbai
- b. Varanasi
- c. New Jalpaiguri
- d. Chanakypuri, New Delhi

3. Which tourism products are an excellent blend of natural and manmade resources.

- a. Symbiotic Tourism Products
- b. Man-made Tourism Products
- c. Natural Tourism Products of India
- d. Site Based Tourism Products

4. Kuchipudi dance originated from.

- a. Punjab
- b. Rajasthan
- c. Andhra Pradesh

d. Karnataka

5. Which of the following is not a characteristic of tourism product?

- a. Accountability
- b. Intangibility
- c. Perishability
- d. Inseparability

6. Kaziranga national park situated in-----

- a. Rajasthan
- b. Assam
- c. Uttaranchal
- d. Orissa

7. Raksha Bandhan is celebrated in -----month.

- a. Full moon month
- b. Half moon month
- c. None
- d. December

8. Sundarbans national park is located in -----

- a. Assam
- b. West Bengal
- c. Himalayan
- d. Rajasthan

9. Which is not the Peripheral public sector.

- a. Regional tourist organisation
- b. Public airports
- c. Travel insurance agents
- d. Visa and passport office

10. The word Tourist was derived from the Latin word-----

- a. Tornus
- b. Trident
- c. Toijour
- d. None of these

Section B

Note: (1) Attempt any five questions, selecting atleast one question from each unit.

(2) Each question carries 8 marks.

5X8

Unit-1

11. Define tourism products and its characteristics.

OR

Differentiate between natural tourism products and man-made tourism products with suitable examples.

Unit-2

12. What do you mean by tourist accommodation? Explain the different types of accommodation for tourists.

OR

What do you mean by marketing accessibility? Explain importance of information for managing accessibility.

Unit-3

13. List some major fairs and festivals of India.

OR

List some important World heritage sites of India.

Unit-4

14. List some important hill stations of India.

OR

List five national parks of India

Unit-5

15. What are the national tourism organisations and their role in the promotion of tourism destinations.

OR

What are national tourism organisations and their role in the development of tourism destinations.

Section C

Note: (1) Attempt any three questions including case study question which is compulsory.

(2) Each question carries 15 marks

3X15

16. Explain the role of four As in marketing tourism industry.

17. Explain the classification of tourism product.

18. What are the state tourism organizations and their role in promotion and development of tourism destinations?

19. List some important national parks, wildlife sanctuaries and biological reserves.

20. Case Study:

MGM Dizee World is an amusement park located in Chennai, Tamil Nadu, India. It is located in East Coast Road. The theme park is frequented by the residents from Chennai and other cities in South India for a fun-filled, high-energy entertainment. Various fun games and entertainments are available for Adults, Kids and family visitors. Apart from the entertainment and fun games the park also exhibits a breathtaking amphitheatre for a variety of events. MGM has more than 60 Imported and Indian Rides apart from water related rides. Owned by MGM Group of Companies, MGM Dizee World is designed by an Italian architects which is spread out on a huge lush green area against the scenic blue beach front of the East Coast Road, at Muttukadu, about 30 kms away from Chennai city. Known for its qualitative, entertainment with value based services and experience, MGM Dizee World, Chennai, is one of the largest theme parks in the country that attracts over one million visitors every year. Apart from pure natural and man-made products there are some types of products which are blend of both natural and man-made features. For instance a zoo, a water park, aero sports zone are human creations at natural attractions. Nature here is the core resource on which human being has created facilities. These products thus are called as creations by symbiosis of nature and man.

The tourism products can be categorised differently when the attraction is the congregation of human beings or when the attraction is a site or geographical destination.

When an attraction is a physical setting at place or a site it is termed as site based tourism product. As physical settings such sites are permanent and can only be modified but cannot be

replaced totally. For examples beaches, hill stations, monuments & historical places. There are occasions/ seasons however when tourists flock to the destination in large number.

Where an event is an attraction, tourists visit the event as spectators, participants or sometimes for both. The events may be traditional, occasional or promotional in nature. The famous kumbh mela at Allahabad, Ujjain, Nasik and Hardwar, Rath-Yatra (car festival) at Jaggannath Puri are traditional gathering of more than lakhs of pilgrims. Occasional events are social or cultural gatherings for examples marriages, kitty parties, conferences and conventions or business meets where participants belong to specific target group. On the other hand promotional events are gatherings organised to popularize the destination or a company product or are gatherings for some specific purpose. Indian Premiere League (IPL) is promotional event organised by Board of Cricket Control India (BCCI) and is attended by lakhs of spectators. Event as tourist attractions are temporary, and are often mounted in order to increase the number of tourists to a particular destination. Some events have a short time span such as the republic day parade; others may last for many days such as the Khajuraho dance festival or even months like the Kumb Mela.

Answer the following questions:

- (a) Explain different types of tourism products used in theme park.
- (b) What are the different features which makes it largest theme park of the country?
- (c) What are the main features of symbiotic and event based tourism?