

MBA 3rd Sem. Reappear Dec. 2019
Culture, Heritage and Tourism (MBA/TTM 214)

Time: 3 Hours

Max. Marks:75

- Instructions:**
1. It is compulsory to answer all the questions (1.5 marks each) of Part -A in short.
 2. Answer any four questions from Part -B in detail.
 3. Different sub-parts of a question are to be attempted adjacent to each other.
 4. Any other specific instructions

PART -A

- Q1 (a) Explain the followings in the context of culture, Heritage and Tourism (1.5)
- (b) List out various dance forms of India (1.5)
- (c) Indian Architecture (1.5)
- (d) Ajanta caves (1.5)
- (e) Medical tourism (1.5)
- (f) India's standing in world heritage list (1.5)
- (g) Differentiate between culture and living culture (1.5)
- (h) India and tourism (1.5)
- (i) Archaeological department of India. (1.5)
- (j) Outbound tourist (1.5)

PART -B

- Q2 (a) Do you agree that in India spirituality is the oldest form of tourism? (7.5)
- (b) Write a note on Indian culture and tourism relationship. (7.5)
- Q3 (a) Write a note on Indian handicrafts. (5)
- (b) Fairs and festivals play an important role in economy. Support your answer with any live example of Indian context. (10)
- Q4 How do you see the Indian culture? Discuss its impact on Indian tourism? (15)
- Q5 (a) Discuss about the Buddhist architecture in India (7.5)
- (b) Differentiate between culture and heritage. (7.5)
- Q6 (a) Write about Medieval times Architecture in India; support your answer with any live monument example. (7.5)
- (b) Comment how do you see INTACH and Indian tourism ? (7.5)
- Q7 Discuss the role of Archaeological survey of India in managing tourism. (15)
- Illustrate with examples.