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Total Pages : 2

**327107**

**December 2023**

**B.Sc. (VCMT)–1st Semester**

**Cultural Heritage and Nation Building**

**(BSC–VCMT-108-23)**

Time : 1.5 Hours]

[Max. Marks : 35

*Instructions :*

- 1. It is compulsory to answer all the questions (1 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.*

**PART–A**

- (a) Define Cultural Heritage. (1)

(b) What are the components of the cultural heritage? (1)

(c) What is the significance of cultural heritage of India? (1)

(d) How do you define family? (1)

(e) Did you grow up in a family that told stories? Elaborate. (1)

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[P.T.O.]

- (f) Define Mass Media with examples. (1)
- (g) Define Tourism. Name any five tourist places of Haryana. (1)

### PART-B

2. (a) Explain the career opportunity in Cultural Heritage. (4)
- (b) What is the importance of cultural heritage in tourism with suitable examples? (3)
3. (a) What is the role of mass media in promoting cultural heritage? (3)
- (b) What are the importance of social media in prompting cultural heritage? (4)
4. How can government protect our cultural heritage? Explain with examples. (7)
5. (a) What are the challenges of cultural heritage tourism? Explain with examples. (4)
- (b) What are the five World Heritage Sites in India? (3)
6. Write a short story of 250 words on cultural diversity. (7)
7. What is the role of media in tourism Industry with examples? (7)