

A-0271

Total Pages : 4

Roll No. -----

BTTM-403

Tourism, Travel and Transport

Bachelor of Tourism & Travel Management (BTTM)

4th Semester Examination 2024(Dec.)

Time: 2:00 hrs

Max. Marks: 35

Note : This paper is of Thirty Five (35) marks divided into Two (02) Section A and B. Attempt the questions contained in these sections according to the detailed instructions given therein. Candidates should limit their answers to the questions on the given answer sheet. No additional (B) answer sheet will be issued.

P.T.O.

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Section-A (Long-Answer-Type Questions)

Note : Section 'A' contains Five (05) long-answer-type questions of Nine and Half (9½) marks each. Learners are required to answer any Two (02) questions only.

[2x9½=19]

- Q.1. Explain the types and modes of tourist transport.
Explain the significance of water transport on tourist development.
- Q.2. Discuss the growth and development of surface transport. Explain the influence of surface transport on domestic tourism.
- Q.3. Describe the role of ITTA in the growth of the Indian tourist transport industry.
- Q.4. Explain the evolution, growth, and prospects of Air transport in the tourism sector.
- Q.5. Discuss effective sales and advertising strategies for tourist transport services.

Section-B (Short-Answer-Type Questions)

Note : Section 'B' contains Eight (08) short-answer-type questions of Four (04) marks each. Learners are required to answer any Four (04) questions only.

[4x4=16]

- Q.1. What are the characteristics of an efficient transport system?
- Q.2. What are the distribution requirements of tourist transport systems.
- Q.3. Write a note on the origin and growth of water transport.
- P.T.O.
- Q.4. Explain the linkages between different modes of transport in tourism.

- Q.5. What is the importance of ICAO in the global air transport industry.
- Q.6. What is the role of the DGCA in regulating air transport in India?
- Q.7. Explain the challenges faced in marketing of tourist transport services.
- Q.8. What are the functions of ITTA in the tourism industry.
