

**A-0667**

Total Pages : 3

Roll No. ....

**BTTM-602**

**Bachelor of Tourism & Travel Management (BTTM)**

**(Tourism Policy and Planning)**

Examination, June 2025

Time : 2:00 Hrs.

Max. Marks : 35

**Note** :- This paper is of Thirty Five (35) marks divided into Two (02) Sections '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.*

**Section-A**

**(Long Answer Type Questions)**     $2 \times 9\frac{1}{2} = 19$

**Note** :- Section 'A' contains Five (05) Long-answer type questions of Nine and Half ( $9\frac{1}{2}$ ) marks each. Learners are required to answer any *two* (02) questions only.

- Q. 1. What is planning ? Classify major levels of planning.
- Q. 2. Write down salient features of National Tourism Policy.
- Q. 3. Write down major objectives of National Action Plan for Tourism.
- Q. 4. Briefly explain in role of public and private sector in promotion of tourism.
- Q. 5. Write a brief note on major types of tourism present in Uttarakhand.

### **Section–B**

**(Short Answer Type Questions)**      4×4=16

**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.

- Q. 1. What are emerging forms of tourism ?
- Q. 2. What do you understand by Destination Life Cycle ?
- Q. 3. What are five A’s of Tourism Industry ?
- Q. 4. Write short notes on tourism and employment.

- Q. 5. Write down importance of communication for tourism professional.
- Q. 6. What are Heritage hotels. Explain in brief ?
- Q. 7. Write a brief note on Char Dhaam yatra of Uttarakhand.
- Q. 8. What is Home Stay Tourism ? Explain.

\*\*\*\*\*