

Printed Pages : 3



MBTM-047

(Following Paper ID and Roll No. to be filled in your Answer Book)

PAPER ID : 999047

Roll No.

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M.B.A.

(SEM. IV) THEORY EXAMINATION, 2014-15
EMERGING TRENDS IN TOURISM

Time : 3 Hours]

[Total Marks : 100

Note : Attempt questions from each section, as per given instructions.

SECTION - A

- 1 Attempt any four parts : **4×5=20**
- Explain the different Adventure Tourism activities?
 - Define Eco-tourism?
 - What is medical tourism? Explain.
 - Explain the importance of Diwali?
 - Define Rural tourism?

SECTION - B

- 2 Attempt all questions from this section : **3×10=30**
- Define the different categories (Natural Built and Events) of Eco-tourism.
 - Explain our Ancient Indian religious culture, Especially Vedic, Jainism & Buddhism.

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[Contd...

- iii. What is Rural Tourism? Explain the future of Rural Tourism in India.

SECTION - C

Note : Attempt all questions from this section. **10×5=50**

3 Define water based and Air based adventure tourism activities.

OR

3 Explain the land based adventure tourism activities in India.

4 Explain the importance of Holi festival in brief.

OR

4 Explain the importance of Moharram festival in brief.

5 Explain the different protected areas of Eco-tourism.

OR

5 Define the categories and role of Eco-tourism.

6 What is Yoga? How has Guru Ramdev popularized yoga among national and international citizens?

OR

6 Explain the different types of medical tourism, Especially yoga.

7 Explain the major issues of Rural Tourism in brief in the context of India.

OR

7 Define the legal and ethical issues of medical tourism in the context of India