



'समानो मन्त्रः समितिः समानी'

UNIVERSITY OF NORTH BENGAL

BBA(TAH) Programme 6th Semester Examination, 2022

DSE4-BBA(TAH)

TOURISM BUSINESS AND PRODUCT

Time Allotted: 2 Hours

Full Marks: 60

The figures in the margin indicate full marks.

GROUP-A

Answer any four questions from the following

3×4 = 12

1. What is Soft Adventure? 3
2. What is the difference between Culture and Ethnic Tourism? 3
3. What is Birdwatching? 3
4. What is Safari? 3
5. Write a short note on Taj Mahal. 3
6. Name three types of Special Interest Tourism. 3

GROUP-B

Answer any four questions from the following

6×4 = 24

7. India is a famous Medical Tourism Destination. Discuss. 6
8. Write a short note on Beach Tourism of India. 6
9. Write a short note on Ethnic Tourism. 6
10. Write a short note on Jaldapara National Park. 6
11. Write a short note on Eco-Tourism. 6
12. Discuss about the Pilgrimage Tourism in India. 6

GROUP-C

Answer any two questions from the following

12×2 = 24

13. Discuss the Fairs and Festivals of North Bengal. 12
14. Discuss the Historical tourist destination of West Bengal. 12
15. Define Adventure Tourism. Discuss the types of Adventure in detail. 3+9 = 12
16. Discuss the Role of department of Tourism of West Bengal for development of North Bengal Tourism. 12

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