



'समानो मन्त्रः समितिः समानी'

**UNIVERSITY OF NORTH BENGAL**  
BBA(TAH) Programme 6th Semester Examination, 2023

**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 an Entrepreneur? 3
2. Define Tourism Organisation. 3
3. What do you mean by Intangibility? 3
4. Write down the full form of SAARC and EHTTOA. 3
5. What do you mean by Special Services? 3
6. Write down the capital of any six states of India. 3

**GROUP-B**

**Answer any four questions from the following**

6×4 = 24

7. Explain the different types of Tour Operator. 6
8. Write a short note on FHRAI. 6
9. Explain the characteristics of entrepreneurship. 6
10. Write a short note on Guides and Escorts. 3+3
11. What is FIT and GIT describe? 3+3
12. What is Luxury Trains? Write a note on "Maharaja Express". 2+4

**GROUP-C**

**Answer any two questions from the following**

12×2 = 24

13. State the difference between travel agency and tour operators. Discuss the requirements which is needing in setting up a travel. 4+8
14. Define Tourism Marketing. Discuss the product life cycle with diagram in detail. 2+10
15. What are the qualities of Entrepreneurship? Discuss the challenges faced by the entrepreneurs. 3+9
16. What are the objectives of IATO? Discuss the formation and role and functions of TAAI. 5+7

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