

1. What are the characteristics of Transport system ? Write the different Modes and types of Tourist Transport system.
2. Discuss the scope and importance of 'Express way' in Tourism development. How it is different from National Highway ?
3. What are the challenges and prospects of tourist transport Marketing. What are the barriers in development of Waterways in India ?

Section B

(Short-Answer-Type Questions)

Note - Section 'B' contains Six (06) short-answer-type questions of Five (05) marks each. Learners are required to answer any Four (04) questions only.

(4 x 5 = 20)

1. Highlight the Role of DGCA in promotion of airline industry.

2. Write the aim & objectives of IATA.
3. Discuss the contribution of ITTA in promotion of tourism.
4. What are the challenges of tourist air transport marketing ?
5. Write approaches and technique to the promotion of road transport.
6. Discuss the role of NHAI in development of road transport.

BTS-403/BTTM-403
Tourism, Travel & Transport
Bachelor of Tourism &
Travel Management
(BTS-12/BTTM-16/17)
Fourth Semester, Examination - 2019

Time : 3 Hours

Max. Marks : 40

Note - This Paper is of Forty (40) marks divided into two (02) Sections A and B. Attempt the questions contained in these sections according to the detailed instructions given therein.

(Section A)

(Long-Answer-Type Questions)

Note - Section 'A' contains Three (03) long-answer-type questions of Ten (10) marks each. Learners are required to answer any Two (02) questions only.

(2 x 10 = 20)