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Roll No.

BTTM-702
Tour Guiding
Bachelor in Tourism & Travel
Management
(BTTM-16)
7th Semester
Examination, 2019

Time : 3 Hours

[Maximum 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. **(2×10=20)**

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1. Understanding the need of the traveller is most important in tourism industry. Comment on the given statement with example.
2. Excellent communication skills for tourism professional helps crisis management in tourism. Explain with the help of example.
3. Tour guide can build the destination image with his knowledge. Comment on the given statement with the help of an example.

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. (4×5=20)

1. Who is tour guide and discuss his responsibilities?

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(3)

2. Why understanding the rules and regulations is important for a tour guide?
3. Why understanding the history of destination is important for tour guide?
4. What the most essential skills required in tour guide? Explain with the help of example.
5. What is the use and misuse of history in tour guiding?
6. What are the qualities required in a good Tour Guide? Explain with the help of example.

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