

IMBA AVI (NEP) Sem-3 Examination

MDC-AVI-234

Domestic Tourism-II

Time : 2-00 Hours]

December-2024

[Max. Marks : 50

Instructions:

- 1) Figures to the right indicate Full Marks.
- 2) Do not write anything on the question paper.
- 3) Do not use scientific calculator.

Q.1	Explain the key features of the Indus Valley Civilization and how it influenced the later cultures of India.	10
Q.2	Discuss the domestic requirements for itinerary preparation, considering different regions like Madhya Pradesh, Himachal Pradesh, and Goa. OR Explain the special requirements for outbound tour packages and the role of liaison in making and selling package tours.	10
Q.3	What is the role of Madhya Pradesh and Himachal Pradesh in promoting cultural tourism in India?	5
	List and briefly explain the types of events that play a role in tourism promotion.	5
	What is the role of administrative instructions and implementation documents in event management? OR What is the role of Indian palaces, such as Mysore Palace and Udaipur City Palace, in luxury and cultural tourism?	5
Q.4	Describe the significance of dance forms like Bharatanatyam, Kathak, and Kuchipudi in shaping India's cultural identity and their role in attracting tourists. OR Short Note 1) CCA 2) ICPB 3) ITB 4) WTM 5) PATA	10 2X5
Q.5	Discuss the nature, scope, and importance of MICE in the promotion of tourism. Provide examples of events under each category.	10