Seat No.:	Enrolment No.

GUJARAT TECHNOLOGICAL UNIVERSITY BHMCT SEMESTER- 4 • EXAMINATION – SUMMER-2017

Subject Code: 143305			Date: 08/05/2017	
Ti	me: 1 tructio	Attempt any five questions.Make suitable assumptions wherever necessary.	s: 70	
Q.1	(a) (b)	Explain the Potentials of Rural tourism in India Explain types of resorts with examples.	07 07	
Q.2	(a) (b)	Describe the techniques derived by Indian government to save wildlife's. Describe Resort designing and planning process.	07 07	
Q.3	(a) (b)	Explain the Challenges and issues faced at the time of conducting an event. Explain the factors responsible for growth of service industry.	07 07	
Q.4	(a) (b)	Explain the advantages of health tourism, along with 5 health tourism places in India. Write a brief note on cruise liner & list top 14 brand names.	n 07	
Q.5	(a) (b)	Explain the 7 P's of service marketing Discuss in detail product development	07 07	
Q.6	(a) (b)	Discuss how can we develop a promotion strategy Explain beaches as a tourism product	07 07	
Q.7	(a) (b)	Explain the Characteristic of religious tourism product Explain various types of promotion methods used currently(any 7)	07 07	
