

Bachelor of Tourism & Travel Management

3rd Semester New Scheme 4 Year Syllabus wef 2016-17

Latest Examination, November-2017

TOURISM PRODUCT OF INDIA III (CULTURAL)

Paper-15 BTTM 301

Time allowed : 3 hours]

[Maximum marks : 80

Note : Question No. 1 is compulsory and contains 10 small answer type questions. This section is of 20 marks. Besides this attempt any five questions from the long answer type questions. This section is of 60 marks i.e. 12 marks each question.

1. (a) Define culture with example. $2 \times 10 = 20$
- (b) What are the distinguished features of Indian Culture ?
- (c) Where is Ajanta located ? Why is it famous ?
- (d) Where is Sanchi located ? Why is it famous ?
- (e) Why is Holi famous ? Name two important tourist destinations in India famous for Holi celebration.
- (f) What is the significance of Kullu Dussehra ?
- (g) Name the classical dance of the following states :
 - (i) Andhra Pradesh
 - (ii) North India
 - (iii) Kerala
 - (iv) Tamilnadu.

- (h) What is the tentative period of construction of Khajuraho Temples ? Which dynasty is credited with the construction of these temples ?
- (i) What do you know about Rath Temples ?
- (j) Write down the significance of Konark Temple.
2. ✓ Explain the history of Indian Culture. 12
3. How are culture and tourism interlinked ? Illustrate your answer with suitable examples. 12
4. ✓ Discuss the significance of Ellora as a tourism product. 12
5. ✓ Explain the architectural heritage of Brihadeshwara Temple. 12
6. ✓ Who did build Taj Mahal ? Explain its architectural pattern. 12
7. ✓ Discuss on the rich heritage of classical music of India. 12
8. Bring out the contribution of International Trade Fair, New Delhi in the promotion of cultural tourism. 12