

Dr. BabasahebAmbedkar Open University
Term End Examination February – 2026

Course	: BBAATR	Date	: 12-Feb-26
Subject Code	: BBAATR-301	Time	: 11:30am to 01:45pm
Subject Name	: Indian Tourism Product	Duration	: 02.15 Hours
		Max. Marks	: 70

Section A

Answer the following (Attempt any three) (30)

1. Explain Natural Tourism Products in detail.
2. Which are the types of tourism product?
3. Discuss MICE venues in India.
4. Explain the strategic brand management process and types.
5. Discuss technique for brand measurement.

Section B

Answer the following (Attempt any four) (20)

1. Which are the characteristics of Tourism Products?
2. Discuss objectives of UNESCO.
3. Which are the types Based on Nature?
4. Examine distribution channels in tourism industry.
5. Write a note on social media marketing.
6. Explain advantages of brand positioning.

Section C

Part – A (Multiple Choice Questions) (10)

- 1 Tourism Products are
A Non Perishable B Renewable
C Recyclable D Perishable
- 2 The acronym SERVQUAL indicates
A Service B Quality
C Satisfaction Quality D Service Quality
- 3 Rural tourism is a tourism_____ product.
A Man made B Natural
C Symbiotic D Artificial
- 4 The Sun temple at Konark represents a
A Wheel B Chariot
C Rock Edict D Horse
- 5 The town that receives the highest rainfall in India is
A Cherrapunji B Mawsynram
C Dekiajhuli D Jammu

- 6 The rubber tree grows in _____ forest.

A Arid	B Mangrove
C Tropical	D Leafy
- 7 The Gangotri Trek leads to

A Gaumukh	B Kedarnath
C Manali	D Shimla
- 8 Advertiser means

A Consumer	B Company
C Media	D
- 9 OTB stands for

A Offline Tourism Business	B Online Transer Business
C Online Tourism Busses	D Online Tourism Business
- 10 Branding satisfies _____ of customers.

A Hunger	B Needs
C Housing	D Sleep

Part – B (Do as Directed)

(10)

True or False

- 1 Tourism Products are homogenous in nature.
- 2 A toy train at a hill station is augmented product.
- 3 Water crisis are challenges of mountain tourism.
- 4 Pilgrimages are business based tourism products.
- 5 The Khajuraho temples were built by chandela dynasty.
- 6 Rann of Kutch is located in the state of Haryana.
- 7 Bungee jumping is a water based air sport.
- 8 AIDA stands for Attention, Investment, Desire, and Action.
- 9 Tata Punch is a raincoat brand of the Tata's'
- 10 Extension of a brand is known as co-branding.
