

Name:
Enrolment No:



UNIVERSITY OF PETROLEUM & ENERGY STUDIES
End Semester Examination (Online) – July, 2020

Program: BBA THM
Subject/Course: Indian Society Art & Culture
Course Code: DSBA 1001

Semester : II
Max. Marks: 100
Duration : 3 Hours

IMPORTANT INSTRUCTIONS

1. The student must write his/her name and enrolment no. in the space designated above.
2. The questions have to be answered in this MS Word document.
3. After attempting the questions in this document, the student has to upload this MS Word document on Blackboard.
4. Attempt any five questions .

		Marks	COs
Q.1	Define Religion. How the religion has influenced the tourism sector. Explain.	20	CO1
Q.2	What does Cuisine means. Local cuisine help to make a tourist's experience more memorable. Explain.	20	CO2
Q.3	Write in detail about Pushkar fair and write a 5 Day / 4 Night Itinerary for the complete tour . EX- Delhi .	20	CO3
Q.4	What are the traditional dresses of India and their importance to the Domestic and International Tourist.	20	CO2
Q.5	What role does festival play in developing a tourist destination and community development? Cite relevant example	20	CO4
Q.6	How should classical dance be effectively marketed as a tourism product? Explain with the help of appropriate example of Khajuraho dance festival	20	CO3

ANSWERS

