

उत्तर प्रदेश राजर्षि टण्डन मुक्त विश्वविद्यालय, इलाहाबाद

अधिन्यास (Assignment)

2015-2016

परास्नातक डिप्लोमा कार्यक्रम

Post Graduate Diploma Programme

विषय : परास्नातक

विषय कोड : पी.जी.डी.टी..एम

Subject : Post Graduate

Subject Code : PGDTM

कोर्स शीर्षक :

कोर्स कोड पी.जी.डी.टी..एम-.01

Course Title : Ecology of Tourism  
and Tourism Impact

Course Code: PGDTM-01

अधिकतम अंक : 30

Maximum Marks: 30

नोट : दीर्घ उत्तरीय प्रश्न । प्रश्नों के अपने उत्तर 800 से 1000 शब्दों में लिखें। सभी प्रश्न अनिवार्य हैं ।

Note: Long Answer Questions. Answer should be given in 800 to 1000 words.  
Answer all questions. All questions are compulsory.

Section – A

खण्ड - अ

अधिकतम अंक : 18

Maximum Marks: 18

Q-1 What is biodiversity? Discuss the causes of biodiversity losses.

Q-2 Discuss the concept of environment analyzed in Indian Philosophy?

Q-3 How tourism helps in preserving the environment?

Section-B (खण्ड—ब)

Q-4 What do you understand by sustainable tourism?

Q-5 Discuss about tourism planning?

Q-6 Analyses the Impacts of tourism?

Q-7 What opportunities are provided to locals by tourism?

Q-8 Write the Import of tourism on wild life?

Q-9 Write a short note on adventure sports?

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## Post Graduate Diploma Programme

विषय : परास्नातक विषय कोड : पी.जी.डी.टी..एम  
Subject : Post Graduate Subject Code : PGDTM  
कोर्स शीर्षक : कोर्स कोड पी.जी.डी.टी..एम-.02  
Course Title : Tourism Marketing Course Code: PGDTM-02  
Management and Entrepreneurial

अधिकतम अंक : 30  
Maximum Marks: 30

नोट : दीर्घ उत्तरीय प्रश्न। प्रश्नों के अपने उत्तर 800 से 1000 शब्दों में लिखें। सभी प्रश्न अनिवार्य हैं।

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Answer all questions. All questions are compulsory.

### Section – A खण्ड - अ

अधिकतम अंक : 18  
Maximum Marks: 18

- Q-1 What do you understand by marketing management process and different orientation towards market place?
- Q-2 Explain the product positioning and new product development strategies?
- Q-3 Discuss about distribution channel strategies?

### Section-B (खण्ड—ब)

- Q-4 Design communication strategies for tourism?
- Q-5 How you will develop sales promotion strategies?
- Q-6 Write the need and significance of tourism industry?
- Q-7 What do you understand by Entrepreneurship development?
- Q-8 How you will mode business plan?
- Q-9 What do you understand by market segmentation?

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विषय : परास्नातक

विषय कोड : पी.जी.डी.टी..एम

Subject : Post Graduate

Subject Code : PGDTM

कोर्स शीर्षक :

कोर्स कोड पी.जी.डी.टी..एम-.03

Course Title : MIS of Tourism

Course Code: PGDTM-03

अधिकतम अंक : 30

Maximum Marks: 30

नोट : दीर्घ उत्तरीय प्रश्न। प्रश्नों के अपने उत्तर 800 से 1000 शब्दों में लिखें। सभी प्रश्न अनिवार्य हैं।

Note: Long Answer Questions. Answer should be given in 800 to 1000 words. Answer all questions. All questions are compulsory.

### Section – A

खण्ड - अ

अधिकतम अंक : 18

Maximum Marks: 18

- Q-1 Discuss the implication of MIS in tourism management?
- Q-2 Explain the Role and Importance of ICT in Tourism management?
- Q-3 Describe the decision support tools for the tourism management?

### Section-B (खण्ड-ब)

- Q-4 Write the significance of tourism within specific destinations?
- Q-5 What is e bench marking analysis?
- Q-6 What do you understand by optical market segmentation strategies?
- Q-7 What is e- satisfaction analysis?
- Q-8 Explain the changes and trends in travel behavior?
- Q-9 What do you understand free and easy access to tourism statistics?

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Post Graduate Diploma Programme

विषय : परास्नातक

Subject : Post Graduate

कोर्स शीर्षक :

Course Title : Tourism Impact

विषय कोड : पी.जी.डी.टी..एम

Subject Code : PGDTM

कोर्स कोड पी.जी.डी.टी..एम-.04

Course Code: PGDTM-04

अधिकतम अंक : 30

Maximum Marks: 30

नोट : दीर्घ उत्तरीय प्रश्न। प्रश्नों के अपने उत्तर 800 से 1000 शब्दों में लिखें। सभी प्रश्न अनिवार्य हैं।

Note: Long Answer Questions. Answer should be given in 800 to 1000 words. Answer all questions. All questions are compulsory.

Section – A

खण्ड - अ

अधिकतम अंक : 18

Maximum Marks: 18

Q-1 “Wild life tourism is crucial elements in wild life production” Discuss & Explain in your own words?

Q-2 Discuss the impact of tourism on built environment?

Q-3 Discuss how politics influences tourism?

Section-B (खण्ड—ब)

Q-4 What are social impacts of Tourism?

Q-5 What are the various themes and areas from part of the GATT?

Q-6 Discuss the impacts of tourism on local economy?

Q-7 Elaborate the views, roles and responsibility of W.T.O.?

Q-8 What is eco-tourism?

Q-9 Write short note on “Tourism Arts”?

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विषय : परास्नातक

Subject : Post Graduate

कोर्स शीर्षक :

Course Title : Tourism Economics

विषय कोड : पी.जी.डी.टी..एम

Subject Code : PGDTM

कोर्स कोड पी.जी.डी.टी..एम-.05

Course Code: PGDTM-05

अधिकतम अंक : 30

Maximum Marks: 30

नोट : दीर्घ उत्तरीय प्रश्न । प्रश्नों के अपने उत्तर 800 से 1000 शब्दों में लिखें। सभी प्रश्न अनिवार्य हैं ।

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Section – A

खण्ड - अ

अधिकतम अंक : 18

Maximum Marks: 18

Q-1 Explain cost output relationship?

Q-2 What type of market and competition found in tourism Industry?

Q-3 What is imperfect competition?

Section-B (खण्ड—ब)

Q-4 What is capital budgeting?

Q-5 Differentiate between perfect and imperfect competition?

Q-6 Explain opportunity cost?

Q-7 Explain the importance of cost analysis?

Q-8 Discuss law of increasing return?

Q-9 Explain the method of demand forecasting?