



K23U 1059

Reg. No. : .....

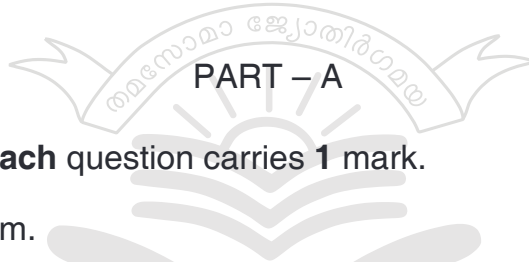
Name : .....

IV Semester B.B.A. (T.T.M.)/B.T.T.M. Degree (CBCSS – OBE – Regular/  
Supplementary/Improvement) Examination, April 2023  
(2019 Admission Onwards)

COMPLEMENTARY ELECTIVE COURSE  
4C04 TTM/BBA(TTM) : Cultural Heritage of Asia

Time : 3 Hours

Max. Marks : 40



Answer **all** questions. **Each** question carries **1** mark.

1. Define cultural tourism.
2. Expand UNESCO.
3. Name one heritage site in Nepal.
4. Name one of the important UNESCO world heritage site in India.
5. Name one of the ancient traveler in Kerala.
6. Name one of the historical monument of China.

(6×1=6)



Answer **any six** questions. **Each** question carries **2** marks.

7. Name four important international pilgrimage destinations of East Asia.
8. Give a brief account on modes of cultural exchange through traders.
9. Write a note on agricultural resources of West Asia.
10. Give brief account on the causes of spread of Indian culture abroad.
11. Write a note on major cultural tourism destinations in Sri Lanka.

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12. Write a note on Missionaries.
13. Give a brief account on ancient travelers to Kerala.
14. List down two important art forms that promote tourism in Indian subcontinent.

(6×2=12)

PART – C

Answer **any four** questions. **Each** question carries **3** marks.

15. Write a note on civilizations prevalent in Asia.
16. Write a note on pilgrimage tourism. Explain with major pilgrimage destinations in West Asia.
17. Write a note on India's trade connections with Rome.
18. Write a note on major traditional medicine practices in Indian sub-continent.
19. Give a brief account of major ethnic groups of West Asia.
20. Write a note on major art forms in Nepal.

(4×3=12)

PART – D

Answer **any two** questions. **Each** question carries **5** marks.

21. Describe in detail about major UNESCO world heritage sites in India.
22. Describe in detail the India's cultural contact with the Arab civilizations with reference to Malabar.
23. Describe in detail about major cultural destinations of tourism significance in India.
24. Explain in detail the influence of Indian culture in Central Asia.

(2×5=10)

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