K21U 1058

Reg. No. : ....

Name : ....

IV Semester B.B.A. (TTM)/B.T.T.M. Degree CBCSS (OBE) Regular Examination, April 2021
(2019 Admission Only)
Complementary Elective Course
4C04 TTM/BBA (TTM) : CULTURAL HERITAGE OF ASIA

Time : 3 Hours

Max. Marks : 40

PART – A

Answer all questions. Each question carries 1 mark :

1. Define heritage tourism.

2. Name one pilgrim center in Asia.

3. Name one cultural heritage site in Sri Lanka.

4. Name a festival that is popular for international tourists in India.

5. Name one dissert community in Asia.

6. Name a West Asian destination popular for cultural heritage tourism.   (6×1=6)

PART – B

Answer any six questions. Each question carries 2 marks :

7. Explain the modes of Indian cultural exchange through trades.

8. List down any two ancient languages in West Asia.

9. Give a brief account of West Asian tribal.

10. Describe architectural significance of Indian sub-continent.

11. Give a brief account of traditional medicinal system that is popular for international tourism in Indian subcontinent.

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12. Explain the features of cultural tourism.

13. Give a brief account of family system in West Asia.

14. List down any two art forms that promote tourism in Indian sub-continent. (6×2=12)

PART – C

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

15. List down any one UNESCO World heritage site in West Asia with its features.

16. Describe major art forms of West Asian countries.

17. Selecting a site, explain the features of cultural tourism in Nepal.

18. Write a note on languages of Indian sub-continent.

19. Explain any two causes of spread of Indian culture abroad.

20. Describe spice route tourism in Asia. (4×3=12)

PART – D

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

21. Discuss how Indian culture influences Central Asia.

22. Explain the causes of spread of Indian culture in South East Asia.

23. Give an account of Ancient travelers to Kerala.

24. Explain India's cultural contact with Arab civilization. (2×5=10)