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Total No. of Pages: 02

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## BTTM (Sem.-3) SPECIAL INTEREST TOURISM Subject Code: BTTM-307-18 M.Code: 76800

Date of Examination: 22-12-2023

Max. Marks: 60 Time: 3 Hrs.

## INSTRUCTIONS TO CANDIDATES:

- 1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
- SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.
- SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.

#### SECTION-A

## Answer the following:

- a) Name two alternate tourism types.
- b) Mention one resource essential for Special Interest Tourism development
- c) What is the significance of image creation and media in SIT?
- d) Give an example of a gastronomic tourism destination.
- e) Name a popular location for Film Tourism.
- f) What is the core concept of Aboriginal Cultures and Indigenous Tourism?
- g) Why is Health & Wellness Tourism gaining popularity?
- h) Describe the concept of Wine and Food Tourism.
- i) Define Ayurveda Tourism.
- i) Give an example of Urban Tourism.

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#### SECTION-B

- 2. Discuss the typologies of tourism and their relevance in the travel industry.
- Analyze the role of image creation and media in promoting Special Interest Tourism products.
- Discuss the importance of resources in the development of Special Interest Tourism with examples.
- Provide case studies related to entrepreneurship and small business in Special Interest Tourism in India.
- Describe the distinctive characteristics of Educational Tourism in India.

#### SECTION-C

- Discuss the principles and benefits of Community-Based Tourism in India.
- Elaborate on the concepts and practices of Ayurveda Tourism in India.

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Discuss the importance of Spiritual Tourism and its impact on personal well-being.

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BTTM (Sem.-3)

TOURISM PRODUCT OF INDIA: CULTURAL HERITAGE

Subject Code: BTTM-306-18

M.Code: 76799

Date of Examination: 20-12-2023

Time: 3 Hrs.

Max. Marks: 60

- INSTRUCTIONS TO CANDIDATES : 1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks
- SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.
- SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.

## SECTION-A

## Answer briefly:

- a) List three components of Indian culture.
- b) Name two popular Indian tangible cultural heritage sites.
- c) Give an example of a World Heritage Site in India (Cultural).
- d) Name one popular Indian intangible cultural heritage related to folklore.
- e) Name a significant Indian tradition.
- Define natural heritage of India.
- Why biodiversity is considered a part of natural heritage?
- h) Explain the cultural significance of World Heritage Sites.
- i) List two elements of Indian intangible cultural heritage related to traditions.
- Why is the preservation of language essential for Indian culture?

## SECTION-B

- Explain the components of Indian culture and their role in shaping society.
- Analyze the significance of tangible cultural heritage in promoting tourism in India.
- Explore the concept of World Heritage Sites in India (Cultural) and their preservation.
- How does intangible cultural heritage contribute to India's cultural identity?
- Explore the significance of natural heritage, including culturally significant landscapes and biodiversity in India.

## SECTION-C

- Analyze the cultural value of natural heritage sites and their role in tourism.
  - Examine the threats to natural heritage in India and the need for conservation efforts.
  - Explain the role of government and international organizations in safeguarding Indian cultural and natural heritage...

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BTTM (Sem.-3) TOURISM IMPACT

Subject Code: BTTM305-18 M.Code: 76798 Date of Examinaton: 18-12-2023

Time: 3 Hrs.

Max. Marks: 60

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# INSTRUCTIONS TO CANDIDATES:

- SECTION-A IS COMPULSORY consisting of TEN questions carrying TWO marks
- SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.
- SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.

## SECTION-A

## Write briefly:

- a) Define tourism development.
- b) What is the primary purpose of a cost-benefit analysis in tourism development?
- c) Name two important global organizations dedicated to tourism development.
- d) Name a potential negative socio-cultural impact of tourism.
- e) Define the multiplier effect in the context of tourism economics.
- Mention a negative cultural impact of mass tourism.
- What are inherent issues associated with cultural tourism development?
- Name one method to mitigate the negative social impacts of tourism.
- Name one positive economic impact of tourism.
- Explain the concept of "leakage" in tourism economics.

## SECTION-B

- What is the significance of the multiplier effect in tourism destinations?
- Analyze the importance of cost-benefit analysis in tourism projects, including its strengths and limitations.
- Present the possible strategy of any tourism destination to maximise positive effects of
- Explore the positive and negative socio-cultural impacts of tourism on specific destination. Use real-life examples to illustrate your points.
- Discuss the concept of cultural commodification in the context of tourism and its implications for local communities.

## SECTION-C

- Analyze the economic benefits and drawbacks of tourism for a developing country. Provide examples to support your analysis.
- Investigate the concept of leakage in the tourism industry. How can destinations reduce leakage and retain more of the economic benefits from tourism?
- Discuss the environmental and social accounting and auditing practices in the tourism industry. How can these tools be used to promote sustainable tourism?

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BTTM (Sem.-3)

INTRODUCTION TO EVENT MANAGEMENT

Subject Code: BTTM304-18 M.Code: 76797

Date of Examination: 15-12-2023

Time: 3 Hrs.

Max. Marks: 60

# INSTRUCTIONS TO CANDIDATES :

- SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks
- SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.
- SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.

### SECTION-A

- Write briefly:
  - a) What is Event Management?
  - b) What is Record-keeping system?
  - c) What is the role of policies?
  - d) What is meant by check list?
  - e) What is the role of technical staff?
  - What are Niche events?
  - Pen down the features of private events.
  - h) What are expert resources?
  - What is honorarium?
  - What are participant tips?

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#### SECTION-B

- Pen down the scope of the event and discuss the requirement of event manager.
- Discuss the role and importance of requirement forms and reference check.
- Briefly explain the importance and key factors of budgeting to be considered while conducting an event.
- 5. Prepare a dummy event by highlighting the planning schedule, assigning various responsibilities and step by step organizing various tasks.
- Pen down the big event committee structure by clarifying the roles and responsibilities of various committees.

## SECTION-C

- Discuss the process of developing record- keeping systems and various licenses required for holding an event.
- Define Budget. Briefly explain the importance and key factors of budgeting to be considered while conducting an event.
- Discuss the various types of events with suitable examples.

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## BTTM (Sem.-3) **ESSENTIALS OF TOUR GUIDING** Subject Code: BTTM-303-18

M.Code: 76796

Date of Examination: 13-12-2023

Time: 3 Hrs.

Max. Marks: 60

## INSTRUCTIONS TO CANDIDATES:

- SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks
- SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.
- SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.

## SECTION-A

## Answer the following:

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- a) Define "Tour Guiding".
- b) Name three dimensions of tour guiding.
- c) Mention three aspects of the code of conduct for tour guides.
- d) Explain the principles of tour guiding.
- e) Name three essential skills needed to develop tour guiding skills.
- f) How can effective communication enhance the role of a tour guide?
- g) What are some common roadblocks in communication for tour guides?
- h) How does body language impact communication for tour guides?
- i) Explain the importance of microphone technique in tour commentary.
- j) Describe strategies for dealing with awkward questions from tourists.

#### SECTION-B

- 2. Explain in detail the code of conduct that tour guides should adhere to and why it is
- Discuss the principles of tour guiding and how they influence the effectiveness of a tour.
- Explore the impact of effective communication, language, posture and presentation on the success of a tour guide.
- Discuss the significance of body language in tour guiding and how it can convey information to tourists?
- Describe the role of humor in tour commentary and how to handle situations when tourists ask challenging questions?

#### SECTION-C

- Explain the steps a tour guide should follow when handling complaints from tourists.
- Define visitor interpretation, its principles, and the various types of interpretation.
- Discuss the significance of popular understanding of a place and nature interpretation in tour guiding.

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BTTM (Sem.-3)

# PRINCIPLES OF MANAGEMENT Subject Code: BTTM302-18

M.Code: 76795

Date of Examination: 11-12-2023

Time: 3 Hrs.

Max. Marks: 60

## INSTRUCTIONS TO CANDIDATES:

- 1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
- SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.
- SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.

## SECTION-A

- Write briefly:
  - a) Define management.
  - b) What is meant by motivation?
  - c) What is staff organization?
  - d) Define Leadership.
  - Differentiate between unity of command and unity of direction.
  - What is grapevine communication?
  - g) What is meant by staffing?
  - h) How planning and control are interrelated?
  - i) Define controlling.

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j) Define performance appraisal.

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#### SECTION-B

- Discuss the scope and characteristics of management.
  - Define decision making and its process.
- What are the barriers to communication?
- Discuss the importance of staffing.
- Write a detailed note on scientific theory by F.W. Taylor.

#### SECTION-C

- Define organizing and patterns of organization.
- Discuss the evolution of management by highlighting the contribution of Taylor and
- Write a detailed note on controlling process & techniques.

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Total No. of Pages: 02

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## BTTM (Sem.-3) TRAVEL AGENCY AND TOUR OPERATIONS

Subject Code: BTTM301-18

M.Code: 76794

Date of Examination: 08-12-2023

Time: 3 Hrs.

Max. Marks: 60

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## INSTRUCTIONS TO CANDIDATES:

- SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks
- SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.
- SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.

## SECTION-A

## Write briefly:

- a) What is the significance of travel intermediaries?
- b) Write any two upcoming trends in the travel agency business.
- c) What is the difference between travel agency and tour operator?
- d) Name four types of travel agencies.
- e) Provide an organizational chart for a standard travel agency.
- What is the role of IATA?
- g) Name the documents required when setting up a travel agency.
- h) Name four prominent DMC in India.
- What is the contribution of TAAI?
- Who was Thomas Cook?

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SECTION-B

- Give an overview of the growth and contributions of Indian travel agents and tour operators in promoting tourism.
- How do travel agencies and tour operators interrelate to offer comprehensive travel services? Give examples.
- Analyze common problems and challenges related to the travel agency business.
  - Describe the IATA rules and regulations for accreditation in the travel industry and why they are important?
- Define the concept of Destination management companies and their role in the trave

## SECTION-C

- Describe the historical factors that led to the emergence and growth of the travel ager business. Mention specific milestones.
- Explain in detail the process of setting up a travel agency. Provide examples.
- Elaborate on the roles and significance of:
  - a) LATO
  - b) TAAI.

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