

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

**BTTM (Sem.-4)**  
**BASICS OF ENTREPRENEURSHIP**  
Subject Code : BTTM-405-18  
M.Code : 77522  
Date of Examination : 19-12-2023

Time : 3 Hrs.

Max. Marks : 60

**INSTRUCTIONS TO CANDIDATES :**

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

**SECTION-A**

**1. Write briefly :**

- a) Define entrepreneurship.
- b) What is Business strategy?
- c) What are the qualities of entrepreneurs?
- d) What is collaboration?
- e) What is business plan?
- f) What is meant by promotion?
- g) What is finance?
- h) What is sole proprietorship?
- i) What is market feasibility?
- j) What is Networking?

**SECTION-B**

2. Discuss the tourism marketing mix.
3. Explain the business strategy in order to analyze the competition.
4. Discuss the various business idea generation techniques.
5. Pen down the steps in setting up a tourism business.
6. Discuss the good business practices.

**SECTION-C**

7. Write a dummy business plan highlighting the operational and people feasibility.
8. Discuss the various forms of organization with its legal considerations.
9. What is meant by tourism planning? Discuss the Tourism marketing planning and financial planning in detail.

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Bachelor of Tourism and Travel Management (Sem.-4)

**TOUR PACKAGING DESIGN**

Subject Code : BTTM-404-18

M.Code : 77521

Date of Examination : 16-12-23

Time : 3 Hrs.

Max. Marks : 60

**INSTRUCTIONS TO CANDIDATES :**

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

**SECTION-A**

**I. Answer briefly :**

- a) Define architectural tours.
- b) Define tour costing.
- c) Define Pricing strategies.
- d) What are advantages of tour package?
- e) Define Farm tours.
- f) Name some popular tour packages of India by leading tour operators.
- g) Define Adventure tour.
- h) Define GIT tour package.
- i) Define Transportation components in tour package.
- j) Define tour manager.

**SECTION-B**

2. Write a note on promotion of tour package.
3. Write a note on liasoning and negotiation.
4. What are different considerations of tour costing?
5. Explain different tariff meal plans.
6. Define Ethnic tour with short itinerary of 5D/4N.

**SECTION-C**

7. What are the advantages and disadvantages of group tours?
8. Explain Distribution mechanism in promotion of tour package with example.
9. What are different types of media and there selection criteria with example?

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**BTTM (Sem.-4)**  
**INTRODUCTION TO STATISTICS**  
Subject Code : BTTM-401-18  
M.Code : 77518  
Date of Examination: 09-12-2023

Time : 3 Hrs.

Max. Marks : 60

**INSTRUCTIONS TO CANDIDATES :**

- 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****1. Write briefly :**

- Discuss the nature of Statistics.
- What are the causes of distrust of Statistics?
- Rules for Rounding of the data.
- Difference between Exclusive and Inclusive Series.
- What are the advantages of the bar diagrams?
- What are index numbers? What are its uses?
- What are the different methods for measuring the trend in index numbers?
- Explain the Coefficient of Variation
- Measures of Skewness.
- Difference between Mean Deviation and Standard Deviation

**SECTION-B**

- "Statistics is a body of methods for making wise decisions on the face of uncertainty". Comment on the statement bringing clearly how does statistics help in business decision making.
- Distinguish between Primary and Secondary data.
- Mean wage of 100 workers per day was found to be Rs 90. But later on it was found that wages of two workers were Rs 93 and 59 were misread as Rs 39 and 95. Find out the correct mean wage.
- The scores of two batsmen X and Y in a series are as follows. Who is better scorer and who is more consistent?

X:	26	24	28	30	35	40	25	30	45	17
Y:	10	15	24	26	34	45	25	31	20	40

- What do you understand by Time Series Analysis? Write all its components.

**SECTION-C**

- Given the following data on sales and purchase :

Sales	91	97	108	121	67	124	51	73	111	57
Purchase	71	75	69	97	70	91	39	61	80	42

Obtain the regression equations Y on X, X on Y, Coefficient of Correlation and Estimate Y when X is 88 and X when Y is 56.

- Calculate the Standard Deviation and coefficient of Variation from the given data

X:	More than or equal to 0	10	20	30	40	50	60	70
f:	100	90	75	50	25	15	5	0

- From the following two different index number series, construct a new series of index numbers with base year as 2008.

Year	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
I N (base year 2000)	100	112	120	122	125	140					
I N (base year 2005)						100	120	130	135	140	140

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