

Roll No. _____
Total No. of Questions : 09

Total No. of Pages : 02

BTTM (Sem.-5)
TOURISM BUSINESS ENVIRONMENT
Subject Code : BTTM-503-18
M.Code : 78210

Date of Examination : 23-11-2023

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

I. Write briefly :

- a) What is Privatization?
- b) Define macro environment.
- c) What are economic reforms?
- d) What is competition act?
- e) What is FDI?
- f) What is Business Environment?
- g) What is environmental scanning?
- h) What is SSI?
- i) What is the role of industrial policy?
- j) What is LPG policy?

SECTION-B

2. Discuss the different types of environment and their importance with suitable examples.
3. Discuss the various environmental scanning techniques.
4. Discuss the significance of small scale tourism enterprises with respect to Indian economy. Pen down the various incentives given to SSI.
5. Discuss the various economic reforms in the tourism business environment.
6. Discuss the impact of competition Act on Indian Tourism business.

SECTION-C

7. Discuss new industrial policy with various amendments related with tourism business.
8. Discuss the various tourism & Travel Trade Reforms announced in India in recent times.
9. Discuss the recent trends in tourism business in India.

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

BTTM (Sem.-5)
TOURISM MARKETING
Subject Code : BTTM-502-18
M.Code : 78209

Date of Examination : 21-11-2023

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

I. Write briefly :

- (a) Differentiate between customer and consumer.
- (b) What is meant by consumer behaviour?
- (c) What is tourism marketing?
- (d) What is market positioning?
- (e) What is product life cycle?
- (f) What is price?
- (g) What is team building?
- (h) What is market research?
- (i) What are distribution channels?
- (j) What is innovation?

SECTION-B

2. Pen down the buyer decision process.
3. Does the selection of a location for a service outlet an important decision? What considerations influence site selection?
4. What is Marketing Segmentation? Pen down the different types of market segmentation.
5. Discuss the role of channels of distribution in marketing.
6. Discuss International perspective and contemporary trends in marketing.

SECTION-C

7. What is Tourism Marketing mix? Give details of 7 P's of Tourism Marketing.
8. Define Price. How do we price services? Discuss the various approaches and strategies of price.
9. Pen down latest trends in Tourism Marketing by focusing on the marketing by travel agencies.

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.

SECTION-B

2. Elaborate on the significance of research in the field of Travel and Tourism.
3. Describe the stages of the research process in detail
4. Analyze the major areas of research within the Travel and Tourism sector, providing examples.
5. Justify the need for tourism market research and provide examples of its practical applications.
6. Describe how a research problem is selected and formulated, using a case study from the tourism sector.

SECTION-C

7. Explain the process of hypothesis testing in tourism research.
8. Differentiate between case study and survey methods in data collection, highlighting their strengths and weaknesses.
9. Explain the concept of sampling in research, the types of sampling designs and their importance in tourism research.

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on page of Answer Sheet will lead to UMC against the Student.

Total No. of Pages : 02

Roll No. [] [] [] [] [] []
Total No. of Questions : 09

BTTM (Sem.-5)
INTRODUCTION TO TOURISM RESEARCH

Subject Code : BTTM-501-18
M.Code : 78208

Date of Examination : 17-11-2023

Max. Marks : 60

Time : 3 Hrs.

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. Answer briefly :

- a) Define research and explain its significance.
- b) Name and briefly describe the types of research.
- c) Enlist three points of importance of ethics in research.
- d) Discuss the challenges in conducting tourism research in India.
- e) What is research design?
- f) Differentiate between exploratory and causal research designs.
- g) Explain the importance of hypothesis formulation in research.
- h) Describe various measurement and scaling techniques used in research.
- i) What are the key considerations for designing a questionnaire?
- j) List and explain the types of sampling designs.