Roll No. Total	No. of Pages : 02
Total No. of Questions: 09	
BTTM (Sem5)	
RETAIL MANAGEMENT	
Subject Code:BTTM506-18 M,Code:78213	
Date of Examination : 30-11-2023	
Time: 3 Hrs.	Max. Marks: 60
INSTRUCTIONS TO CANDIDATES: 1. SECTION-A is COMPULSORY consisting of TEN questions each.	
2. SECTION-B contains FIVE questions carrying FIVE marks have to attempt any FOUR questions.	
3. SECTION-C contains THREE questions carrying TEN mark have to attempt any TWO questions.	s each and students
SECTION-A	
1. Write briefly:	
a) What are functions of retailing?	
b) What do you understand by demographics of a retail consumer	r?
c) What is group decision making?	
d) Define penetration of a new market	
e) What are the factors affecting selection of a retail store locatio	n?
f) What do you mean by bundle pricing?	
g) What is e-tailing?	
h) What are major challenges faced by retail stores?	
i) How competition affects retail pricing?	

j) What is the difference between organized and unorganized retailing?

SECTION-B

- 2. Explain the role of suitable market research for understanding the behaviour of retail
- Discuss various steps in customer decision making process.
- What are the strategies followed by retailers in segmenting their market?
- What are the elements of retail operations? 5.
- What is the difference between organised and unorganised retailing?

SECTION-C

- Define market segmentation. Explain various techniques of segmenting retail market along with benefits.
- Discuss the structure of retail stores in India. What is the role of growth strategies for an emerging retail stores?
- 9. What are the challenges faced by modern retail sector in India? Suggest some policy measures adopted by government to promote retail sector in India.

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Roll	No.		
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Total No. of Pages: 02

Total No. of Questions: 09

BTTM (Sem.-5)

HUMAN RESOURCE MANAGEMENT

Subject Code: BTTM-504-18 M.Code: 78211

Date of Examination : 28-11-2023

Date of Examination: 28-11-2023
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. Answer briefly:
 - a. Job design
 - b. Recruitment sources
 - c. Induction
 - d. Incentives
 - e. Job rotation
 - f. Wage policy
 - g. Application blank
 - h. Employee referral

11 50 180 45

- i. Job Enlargement vs. Job Enrichment.
- j. Internal sources of recruitment.

SECTION -B

a good personnel manager?	2.	Discuss briefly the functions a good personnel manager?	of Human Resource	Management.	What are the qualitie	es of
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Why is there a need for manpower planning? Discuss the process of manpower planning.

. Discuss the various external sources of recruitment.

5. How is Job Specification different from Job Description?

What is the importance of compensation management? Discuss the various types of fringe benefits.

SECTION-C

- Describe the changing scope of Human Resource Management in light of technological changes and globalization.
- 8. What factors should be kept in mind while designing a sound pay structure?
- Discuss the various steps involved in selection of a marketing manager.

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Total No. of Pages : 02				
Roll No.				
Total No. of Questions : 09				
BTTM (Sem5) TOURISM BUSINESS ENVIRONMENT				
Subject Code: BTTM-503-18				
M.Code: 78210				
Date of Examination : 23-11-2023				
Time: 3 Hrs. Max. Marks: 60				
lime: 3 nrs.				
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. SECTION-C contains THREE questions carrying TEN marks each and students				
SECTION-C contains Trice questions. have to attempt any TWO questions.				
National Control of the Control of t				
SECTION-A				
1. 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 \$51?				
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.
- 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.
- Discuss the impact of competition Act on Indian Tourism business.

SECTION-C

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

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Roll No. Total No. of Pages : 02	
Total No. of Questions: 09	
BTTM (Sem5)	
TOURISM MARKETING	
Subject Code:BTTM-502-18 M.Code:78209	
Date of Examination: 21-11-2023	
Time: 3 Hrs. Max. Marks: 60	
Tille . 3 ms.	
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.	
have to attempt any TWO questions.	
SECTION-A	
1. 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?	

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?
- What is Marketing Segmentation? Pen down the different types of market segmentation.
- Discuss the role of channels of distribution in marketing.
- 6. Discuss International perspective and contemporary trends in marketing.

SECTION-C

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

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(j) What is innovation?

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Total No. of Pages: 02

Total No. of Questions: 09

(Sem.-5) **BTTM**

INTRODUCTION TO TOURISM RESEARCH

Subject Code: BTTM-501-18

M.Code: 78208

Date of Examination: 17-11-2023

Time: 3 Hrs.

Max. Marks: 60

INSTRUCTIONS TO GANDIDATES:

- 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) 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.
- Discuss the challenges in conducting tourism research in India.
- e) What is research design?
- Differentiate between exploratory and causal research designs.
- g) Explain the importance of hypothesis formulation in research.
- Describe various measurement and scaling techniques used in research.
- What are the key considerations for designing a questionnaire?
- List and explain the types of sampling designs.

SECTION-B

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

SECTION-C

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

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