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Total No. of Pages : 02

Total No. of Questions : 09

BTTM (Sem.-7)
ACCOUNTING FOR MANAGERS

Subject Code : BTTM701-18

M.Code : 90298

Date of Examination : 20-11-2023

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

I. Write briefly :

- What is cash book?
- What is BRS?
- What are subsidiary books?
- What are Prepaid expenses?
- What is break even analysis?
- What is budgetary control?
- What is depreciation?
- What are the objectives of financial management?
- What is Marginal costing?
- What is aim of financial management?

SECTION-B

- What is cost accounting? Pen down the importance of cost accounting with a cost sheet.
- Describe the various sources of finance.
- Differentiate between Journal and Ledger.
- What is triple column cash book? Pen down its advantages and format with suitable examples.
- Discuss the different types of subsidiary books and its formats.

SECTION-C

- What is financial management? Discuss the aim, nature, scope, objectives and functions of financial management.
- Discuss the need, importance and methods of charging depreciation with suitable examples.
- From the following balances extracted from the books of Mr. Ram kumar, prepare the trading and profit & loss account and balance sheet:

	Rs.		Rs.
Capital	1,90,000	Cash at Bank	26,000
Drawing	7,000	Salaries	8,000
Plant and machinery	1,20,000	Repairs	1,900
Delivery Vehicle	26,000	Stock on 1st April, 2017	16,000
Sundry Debtors	36,000	Rent	4,500
Sundry Creditors	26,000	Manufacturing Expenses	1,500
Purchases	20,000	Bills Payable	23,500
Sales	42,000	Bad Debts	5000
Wages	8,000	Carriage	1,600

- Closing Stock was Rs. 16,000.
- Depreciate Plant and Machinery @10% and Delivery Vehicle @15%.
- Unpaid Rent amounted to Rs. 500

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BTTM. (Sem.-7)
TOURISM PROMOTION
Subject Code : BTTM 702-18
W.Code : 90299
Date of Examination : 22-11-2023

Time : 2 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 short notes on :

- Natural Attraction
- Special Event Attraction
- Tourism Product
- Package Tour
- Tourism Vist
- Prospecting
- Destination
- 3 Hill Tour
- Media Selection
- Traveling

SECTION-B

- Write short notes on development and design of Tourist Attraction.
- Describe the components of Destination.
- Explain steps involved in communication process.
- Differentiate between Advertising and Publicity.
- What are the advantages of Personal Selling?

SECTION-C

- What do you mean by Destination Life Cycle? Explain all the stages with suitable example.
- Discuss the role of Sales Promotion in Tourism. Explain various promotional tools used in Tourism.
- What is Public Relation? Discuss significance, methods and techniques of Public Relation.

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**BTTM (Sem.-7)
OUTBOUND TOUR OPERATIONS**

Subject Code : BTTM-704-18

M.Code : 90301

Date of Examination : 24-11-2023

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

1. Write briefly :

- a) Outbound tour
- b) Itinerary
- c) Tourism demand
- d) Travel Industry Fairs
- e) OTA
- f) Types of tour operators
- g) ICCA
- h) Role of tour manager
- i) PATA
- j) Tour sales strategies.

SECTION-B

2. Write some of the outbound tourism destinations in Middle East.
3. Prepare a detailed itinerary covering major tourist spots of America for one couple 6 nights/7 days.
4. Write down some of the important features of an ideal itinerary.
5. Explain the various operational procedures to be followed by the tour operator while planning an outbound tour.
6. Discuss the role of PATA in promoting outbound tours.

SECTION-C

7. Discuss the top five biggest spenders on International tourism.
8. Elucidate any travel agency of your choice depicting the major service offerings.
9. Discuss the sales & execution strategies for popular outbound destinations of Europe.

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BTTW (Sem.-7)
SERVICE MARKETING
Subject Code : BTTW715-18
W.Code : B1312

Date of Examination : 28-11-2023

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. Answer briefly :

- a) How is service different from product?
- b) Service marketing triangle.
- c) SERVQUAL.
- d) TPs of the service marketing mix.
- e) Strategic ethical issues in service marketing.
- f) Service life cycle.
- g) Service market segmentation.
- h) Physical evidence.
- i) Intangibility.
- j) Service delivery.

SECTION-B

2. What is service marketing? Why has service marketing become important? Illustrate.
3. Write a note on expanded marketing mix.
4. What considerations are to be taken in account while positioning of services?
5. Write a detailed note on services marketing strategies for tourism.
6. Discuss the various methods of pricing of services.

SECTION-C

7. Write a detailed note on evolution and growth of service sector.
8. What are the considerations that are taken into account while designing service delivery system?
9. Explain the GAPS model for measuring service quality. How does it help marketers to deliver quality services?

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BTTM (Sem.-7)
SAFETY AND SECURITY MANAGEMENT

Subject Code : BTTM706-18

M.Code : 90303

Date of Examination : 01-12-2023

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 job safety analysis
- b) What is an avalanche?
- c) Define Safety
- d) Name 4 security equipments used at railway stations
- e) Define occupational accidents
- f) Define risk management
- g) What is a fire blanket?
- h) Define travel insurance
- i) Define Egress route
- j) Expand SDS.

SECTION-B

Explain Elaborately :

2. Importance of safety drills in hotels.
3. Handling crowd during emergency situation.
4. Safety of single woman traveller in India.
5. International issues on tourist safety.
6. Role of insurance in travel and tourism industry.

SECTION-C

7. Explain the concept of over tourism and its implications for both the safety of tourist and well being of local community.
8. Discuss the impact of covid-19 pandemic on tourism safety measures and recovery of tourism.
9. 'A vigilant hotel employee' is the best security tool for the hotel. Explain.

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SECTION-B

BTM (Sem.-7)

TOURISM PRODUCT : EUROPE & AMERICA

Subject Code : BTM707-18

M.Code : 90304

Date of Examination: 04-12-2023

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) Outbound tourism
- b) Ellis Island
- c) Pimachowin Aki
- d) Maya Site of Copan
- e) Rio carnival
- f) Flamenco
- g) Venice
- h) Ecotourism
- i) Niagara falls
- j) Central park USA.

SECTION-C

7. Show a SWOT analysis of tourism development strategies of USA.
8. Describe the natural landscape and varied natural resource of South America that attract tourists from all over the world.
9. Discuss the primary tourism resources that make Europe a popular destination among tourists.

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BTTM (Sem.-7)

TOURISM PRODUCT: ASIA, MIDDLE EAST AND PACIFIC AREA

Subject Code : BTTM708-18

M.Code : 90305

Date of Examination : 06-12-2023

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. Attempt all questions :

- a) Highlight important feature of Nepal Tourism website.
- b) Highlight important feature of Srilanka Tourism website.
- c) What are major features of Hongkong as tourism destination?
- d) On world map depict Hongkong.
- e) On world map show Tokyo.
- f) On world map show Osaka.
- g) On world map show Beijing.
- h) On world map show Mecca.
- i) On world map show Tehran.
- j) On world map show Perth.

SECTION-B

2. What is the importance of NTOs?
3. What are main features of Thailand tourism?
4. Write a detailed note on tourism of Japan.
5. Enlist and explain about main tourist attractions of UAE.
6. Write a note on New Zealand Tourism.

SECTION-C

7. Make a statistical comparison of Indian Tourism with Malaysia.
8. Present a detailed overview of tourism in China.
9. Present a detailed overview of tourism product of Australia.

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