

SEMESTER-3

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

BTTM (Sem.-3)
ESSENTIAL OF TOUR GUIDING
Subject Code : BTTM-303-18
M.Code : 76796
Date of Examination : 14-12-22

Time : 3 Hrs.

Max. Marks : 60

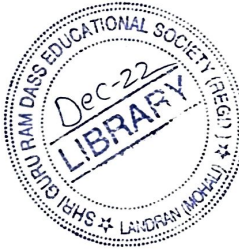
INSTRUCTIONS TO CANDIDATES :

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. Answer briefly :

- a. What are roadblocks in communication?
- b. Describe the process of effective communication.
- c. What is desirable code of conduct for tour guides?
- d. State any one importance of posture in tour guiding.
- e. What personal hygiene factors are important for tour guides?
- f. What are common mistake in tour guiding?
- g. What is importance of punctuality?
- h. What are the components of first aid?
- i. Define fort interpretation.
- j. What are the ways of handling complaints?



SECTION-B

2. How to develop tour guiding skills?
3. What are the basic principles of tour guiding?
4. How to link commentary with what to be seen?
5. Describe the importance of humor in tour guiding.
6. What is the technique to use a microphone in tour commentary?

SECTION-C

7. What are common speaking faults by tour guides?
8. State the concept, history and dimensions of Tour guiding.
9. How should a tour guide deal with tourist arrivals and departures?

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.

Faculty of Management Studies

BBA (Sem - 2)
 PAPER: PMS 201 & 202
 Subject Code: BBA-101-10
 @ 1000 / 1000
 Date of examination: 12/12/22

Page 5/50

Max. Marks: 55

SECTION - I (100 Marks)

- 1. Answer any 10 questions out of the following carrying 10 marks each.
- 2. Answer any 5 questions out of the following carrying 10 marks each and students have to attempt any 10 questions.
- 3. Answer any 5 questions out of the following carrying 10 marks each and students have to attempt any 10 questions.

SECTION - II

Answer any 5

- 1. Social media
- 2. Ethics
- 3. Financial strategy
- 4. Marketing
- 5. Organizational culture
- 6. Types of goals
- 7. Performance appraisal
- 8. Compensation
- 9. Recruitment
- 10. Organizational culture

SECTION - III

- 1. Discuss the nature and scope of management.
- 2. Illustrate Taylor's contributions in the field of management.
- 3. Discuss the process of decision making.
- 4. Discuss the Maslow's two factor theory of motivation.
- 5. Discuss the qualities of leaders.

SECTION - IV

- 1. Explain the nature & scope of management. What are the functions of management?
- 2. What is the nature and scope of staffing function of management?
- 3. What is the importance of communication? Give any two types of communication.



All the questions of this paper are compulsory. The marking of questions is given in the right margin of the paper. The total marks are 100. The duration of the exam is 3 hours.

Roll No. []

Total No. of Pages : 02

Total No. of Questions : 09

BTTM (Sem.-3)
PRINCIPLES OF MANAGEMENT
 Subject Code : BTTM-302-18
 M.Code : 76795
 Date of examination : 12-12-22

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 :

- Scalar chain
- MBO
- Procedures vs Policy
- Controlling
- Democratic leader
- Types of plans
- Performance appraisal
- Centralisation
- Recruitment
- Self-actualisation needs.

SECTION-B

- Discuss the nature and scope of management.
- Illustrate Fayol's contributions to the field of management.
- Discuss the process of decision making.
- Discuss the Herzberg's two factor theory of motivation.
- Discuss the qualities of leaders.

SECTION-C

- Explain the nature & scope of management. What are the principles of management?
- What is the nature and scope of staffing function of management?
- What is the importance of communication? Discuss the types of communication.



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Roll No. _____

Total No. of Questions : 09

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

Subject Code : BTTM301-18

M.Code : 76794

Date of Examination : 18-08-22

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. What is the role of a travel agency?
- b. Write three roles of a travel agent.
- c. What is the meaning of tour operator?
- d. Write three functions of IATA.
- e. Who is called as father of modern travel agency and why?
- f. What is circular itinerary?
- g. Where is the headquarters of Thomas Cook located?
- h. What are sources of income for a travel agency?
- i. Why registration is required for a travel agency?
- j. Write the full form of IATO.

SECTION-B

- 2 Write a short note on diversity of tourism products in India
- 3 Enlist various organisations protecting rights of travel trade
- 4 Write a short note on IATA functioning
- 5 Differentiate between travel agency and tour operator
- 6 What are the main functions of IATO?

SECTION-C

- 7 Present an organizational chart of a large travel company
- 8 Present the comparative case study of Kuoni India as compared to C&K in travel trade of India
- 9 Describe the detailed procedure to set up travel agency in India

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BTTM (Sem.-3)

INTRODUCTION TO EVENT MANAGEMENT

Subject Code : BTTM-304-18

M.Code : 76797

Date of Examination : 16-12-22

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) Define the term Event Management.
- b) What do you understand by Content Guidelines?
- c) State any two benefits of check-list in Event Management.
- d) Name any two kinds of Computer Software used in Event Management.
- e) State any two requisites for preparing a budget for an event.
- f) Who are Decision-Makers? Explain.
- g) Define the concept of Record - Keeping Systems.
- h) Who are expert resources? Define.
- i) Name two types of forms required for Event Management.
- j) State any two types of events.

SECTION-B

2. Explain the role of Decision-Making in the Event Management.
3. Describe any four qualities of Technical Staff in an Event Management Company.
4. What is the scope of the work in an Event related to Job Mela?
5. Discuss the need of Reference checks in Event Management.
6. State the merits and demerits of a Computer Software required for Event Management.

SECTION-C

7. Explain the role and responsibilities of Event Management for organising a Medical Conference.
8. State the various steps in preparing a Planning schedule for organising a Launch Event of a Luxury Car.
9. What are the essentials of a good record keeping system for an Event Management Company? Also mention its importance.

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BTTM (Sem.-3)
TOURISM IMPACT
Subject Code : BTTM-305-18
M.Code : 76798
Date of Examination : 19-12-22

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. Define domestic tourism.
- b. What are called as economic impacts?
- c. Why sustainable tourism development is required?
- d. What is use of EIA?
- e. Write three main positive impacts of tourism.
- f. Enlist main stakeholders of community in tourism industry.
- g. What is social accounting of a project?
- h. Define alternate tourism.
- i. What is role of small stakeholders in tourism?
- j. Define sustainable tourism development.

SECTION-B

2. Write a brief note on social accounting and auditing of environmental impacts.
3. Write a, brief note describing economic impacts in tourism industry.
4. Discuss in brief about the inherent issues and concept regarding tourism impacts.
5. Describe the role of various stakeholder in tourism management.
6. Describe the importance of cost benefit analysis in case of tourism projects.

SECTION-C

7. Write detailed note on positive impacts of tourism with examples.
8. Discuss in detail about the tourism development at global level in this millennium.
9. Discuss the importance and procedure of environmental impact assessment in tourism industry.

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BTTM (Sem.-3)

TOURISM PRODUCT OF INDIA : CULTURAL HERITAGE

Subject Code : BTTM-306-18

M.Code : 76799

Date of Examination : 21-12-22

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. Answer briefly :

- a. Define heritage.
- b. Enlist components of heritage.
- c. What is called as folk dance?
- d. Why culture is important?
- e. What is role of UNESCO?
- f. Enlist five famous UNESCO site of India.
- g. What is called as fairs?
- h. How many languages are listed in India constitution?
- i. Define tangible cultural heritage.
- j. What is the relationship between culture and tourism?

SECTION-B

2. Explain the importance of protecting heritage.
3. Describe the features of Kaziranga National park.
4. Write a short note on Indian culture.
5. Write short note on works of art in India.
6. Describe the important natural heritage places of India.

SECTION-C

7. Present the famous detailed itinerary representing Indian culture.
8. Write brief notes about three national parks of international importance in India.
9. Describe about following:
 - a. Handicrafts of India.
 - b. Wildlife of India.

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BTTM (Sem.-3)
SPECIAL INTEREST TOURISM

Subject Code : BTTM-307-18

M.Code : 76800

Date of Examination : 02-01-2023

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. Answer briefly :

- a) Enlist the various media used for promotion of SIT in India.
- b) Write three impacts of SIT.
- c) Describe about community based tourism.
- d) What do you understand by aboriginal cultures?
- e) Define Indigenous Tourism.
- f) What are common resources for special interest tourism development?
- g) Pen down the sites famous for spiritual tourism in India.
- h) Enlist the various sites for educational tourism in India.
- i) What is the role of media in tourism sector?
- j) Enlist major players for SIT in India.

SECTION-B

2. Describe in brief about tourism interest cycle.
3. Discuss the conceptual basis for special interest tourism.
4. Enlist the resources required for SIT.
5. Discuss about the scope of senior tourism in India.
6. Which places in India are famous for wine tourism?

SECTION-C

7. Pen down the various forms of tourism. Also write a brief about five forms.
8. Discuss in detail about the present status and scope of SIT products in India.
9. Write down the detailed itinerary of SIT in India.

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BTTM (Sem.-3)

TRAVEL AGENCY AND TOUR OPERATIONS

Subject Code : BTTM301-18

M.Code : 76794

Date of Examination : 09-01-23

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. Write briefly :

- a. What are the products a travel agency offers to its customers?
- b. Which are the various sub departments in large travel agencies?
- c. Define outbound tourism.
- d. Discuss about international tourism?
- e. Define Tour Operator.
- f. Where is the headquarters of IATA?
- g. Enlist new types of travel agencies in 21st century.
- h. Who is the current tourism minister of India?
- i. Describe about DMC (Destination Management Companies)?
- j. Define eco-tourism?

SECTION-B

2. Write a short note on the history of travel agencies in India.
3. Differentiate between online travel agencies and offline travel agencies.
4. Write a short note on the functional aspects of travel agencies.
5. Describe about the history and growth of tourism sector in India.
6. Describe the IATA regulations for setting up of travel agency.

SECTION-C

7. Prepare a case study on business of Kuoni India. Also discuss about its organizational setup.
8. Describe about the current tourism trends in tourism business.
9. Discuss in detail about the role of IATA for promotion of tourism business in India.

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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 : 12-08-22

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. Answer briefly :
 - a. What is the scope of SIT?
 - b. Enlist five types of SIT.
 - c. Define dark tourism.
 - d. Pen down the adventure activities available in Uttrakhand.
 - e. Enlist the file tourism sites of India.
 - f. What is the role of media in tourism sector?
 - g. Expand CBT.
 - h. Define flashpackers.
 - i. Which places are famous for Senior Tourism in India?
 - j. What are main SIT products of India?

SECTION-B

2. Suggest itinerary of dark tourism in India.
3. What is difference between Spiritual tourism and Religious tourism?
4. Discuss the present status of special interest tourism in India.
5. What is scope of gastronomic tourism in India?
6. "*Is SIT is alternative to mass tourism*"? Comment.

SECTION-C

7. Describe the various resources required for development of SIT products.
8. Describe the role played by local community in design and development of SIT.
9. Comment on the growth and role of social media influencers in promotion of gastronomy tours in India. List some famous social media influencers also.

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BTTM (Sem.-3)
TOURISM PRODUCT OF INDIA : CULTURAL HERITAGE

Subject Code : BTTM-306-18

M.Code : 76799

Date of Examination : 10-08-22

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. Answer briefly :

- a. Define culture.
- b. Enlist components of culture.
- c. What is called as classical dance?
- d. Why heritage is important?
- e. What is role of UNESCO?
- f. Enlist five famous national parks of India.
- g. What is called as folklore?
- h. How many languages are listed in India constitution?
- i. Define tangible cultural heritage.
- j. What is the relationship between culture and tourism?

SECTION-B

2. Explain the important characteristics of Indian society.
3. Describe the features of Sunderbans.
4. Write a short note on Indian ethos.
5. Write short note on culture of India.
6. Describe the important components of Indian culture.

SECTION-C

7. Describe the important characteristics of Indian heritage.
8. Write brief notes about three monuments of international importance in India.
9. Describe about following :
 - a. Indian art
 - b. Folk dances of India.

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BTTM (Sem.-3)
TOURISM IMPACTS

Subject Code : BTTM305-18

M.Code : 76798

Date of Examination : 08-08-22

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 international tourism.
- b. What are called as cultural impacts?
- c. Why sustainable tourism development is required?
- d. What is included in tourism development?
- e. Write three main negative impacts of tourism.
- f. Enlist the main stakeholders of tourism industry.
- g. What do you understand by multiplier effect in tourism?
- h. Define mass tourism.
- i. What is the role of small stakeholders in tourism?
- j. Define SIT.

SECTION-B

2. Write a brief note on social accounting of environmental impacts.
3. Write a brief note on describing negative economic impacts in tourism industry.
4. Discuss in brief about the concept regarding tourism impacts.
5. Describe the role of EIA of tourist destinations.
6. Describe the importance of cost benefit analysis in case of tourism projects.

SECTION-C

7. Write a detailed note on negative impacts of tourism with examples.
8. Discuss in detail about the tourism development at a global level in this millennium.
9. Discuss the importance and procedure of cost benefit analysis in tourism industry.

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Total No. of Questions : 09

BSc. (ATHM) (Sem.-3)
SALES MARKETING & PR IN SERVICE INDUSTRY

Subject Code : BTA-13

M.Code : 70447

Date of Examination : 05-08-22

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION 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 has to attempt any FOUR questions.
3. SECTION-C contains THREE questions carrying TEN marks each and students has to attempt any TWO questions.

SECTION-A

1. Explain the following :

- a) Define Marketing.
- b) What is TQM?
- c) What is meant by market intermediaries?
- d) What are closing strategies?
- e) What is STP?
- f) What is product life cycle?
- g) What is mass marketing?
- h) What are PR tools?
- i) What is personal selling?
- j) What is tele marketing?

SECTION-B

2. Discuss the product, production, selling and marketing concept.
3. Discuss the various methods of forecasting tourism demand.
4. Define sales management? Discuss personal selling process and AIDA's theory of selling.
5. Discuss the various strategies of pricing.
6. Discuss the classification of product.

SECTION-C

7. Discuss the modern marketing concept with suitable examples.
8. Pen down the 7P's of service marketing with suitable examples.
9. Define public relations. Discuss the concept, need and tools of public relations.

Roll No.

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Total No. of Pages : 02

Total No. of Questions : 09

B.Sc.(ATHM) (Sem.-3)
GEOGRAPHY OF TOURISM-III

Subject Code : BTA-12

M.Code : 70446

Date of Examination : 03-08-22

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. Explain briefly the following terms :
 - a) Explain time zones
 - b) What do you mean by tourism generating area?
 - c) Explain Transits Route Regions.
 - d) Name five countries in Europe.
 - e) Name any three international airports.
 - f) Which country is known as country of sunrise?
 - g) Explain the concept of demand and supply.
 - h) What is global warming?
 - i) What is pandemic?
 - j) Explain the role of climate in tourism.

SECTION-B

2. What are the barriers in growth of tourism?
3. What is the effect of economy on tourism?
4. Write a note on Types of tourists.
5. Write a note on Oceans of earth.
6. Write a note on longitudes & latitudes.

SECTION-C

7. What are the multiple forms of tourism? Give examples.
8. Give classification of tourism in detail.
9. What is tourism system? What are its components?

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BTTM (Sem.-3)
PRINCIPLES OF MANAGEMENT

Subject Code : BTTM302-18

M.Code : 76795

Date of Examination : 01-08-22

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

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SECTION-A

1. Write briefly :

- a. Unity of command
- b. MBO
- c. Policy
- d. Directing
- e. Autocratic leader
- f. Principles of Management
- g. Performance appraisal
- h. Decentralisation
- i. Staffing
- j. Negative motivation.

SECTION-B

2. What are the functions of Management? Discuss the nature & scope of management
3. Illustrate F. W Taylor's contributions to the field of management.
4. What is the role of planning in an organisation? Explain the process of planning.
5. Discuss Maslow's need hierarchy theory of motivation
6. Discuss the process of control.

SECTION-C

7. Explain the nature & scope of management. What are the functions of management?
8. What is the importance of planning? Explain the planning process.
9. What is the importance of communication? Discuss the types of communication.

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BTTM (2018 Batch) (Sem.-3)
TRAVEL AGENCY AND TOUR OPERATIONS
 Subject Code : BTTM301-18
 M.Code : 76794

Time : 3 Hrs.

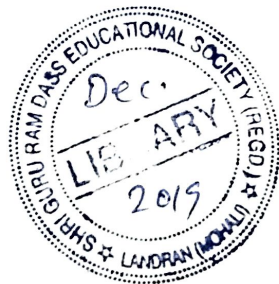
Max. Marks : 60

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. Define travel agency.
- b. Define tour operations.
- c. What is the meaning of tour operator?
- d. What is the full form of IATA?
- e. Where is the headquarters of IATA located?
- f. Who is the founder of Thomas cook travel agency?
- g. Where is the headquarters of Thomas cook located?
- h. What is the difference between travel agent and tour operator?
- i. What is the full form of TAAJ?
- j. Write the full of IATO?

**SECTION-B**

2. Write a short note on tourism products of India.
3. Discuss about the status of eco tourism in India.
4. Write a short note on IATA functioning.
5. Define the role and responsibility of Tour Operator
6. What are the main functions of UNWTO?

SECTION-C

7. Describes about the roles of various departments in travel agencies.
8. Present the comparative case study of TUI as compared to C&K in travel trade of India.
9. Describe the detailed procedure to set up travel agency in India.

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BTTM (2018 Batch) (Sem.-3)
PRINCIPLES OF MANAGEMENT
Subject Code : BTTM-302-18
M.Code : 76795

Time : 3 Hrs.

Max. Marks : 60

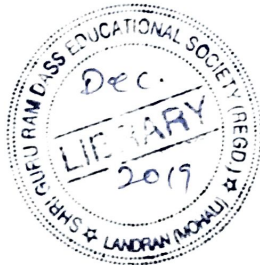
INSTRUCTIONS TO CANDIDATES :

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 Planning.
- b) What is performance appraisal?
- c) Define Motivation.
- d) What is Controlling?
- e) Differentiate between policy and procedure.
- f) Define decision making.
- g) What is Directing?
- h) What is communication?
- i) Define forecasting.
- j) What is meant by staffing?



SECTION-B

2. Define Management. Pen down the functions of management.
3. Differentiate between centralisation and decentralisation.
4. Pen down the process of decision making.
5. Discuss the various types of communication.
6. Discuss the step by step process of planning.

SECTION-C

7. Pen down the process and various techniques of controlling.
8. What are the various stages of evolution of management? Differentiate between the principles of F.W. Taylor and Henri Fayol.
9. What is organizing? Discuss the various patterns of organization and differentiate between line and line & staff organization.

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Roll No. _____

Total No. of Pages : 02

Total No. of Questions : 09

BTTM (2018 Batch) (Sem.-3)
ESSENTIAL OF TOUR GUIDING
Subject Code : BTTM-303-18
M.Code : 76796

Time : 3 Hrs.

Max. Marks : 60

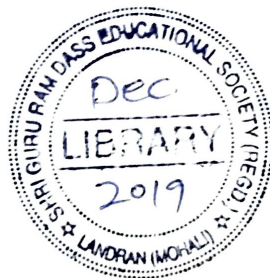
INSTRUCTIONS TO CANDIDATES :

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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 Tour Guide.
- b. What are different types of tours?
- c. Pen down the basic principles of tour commentary.
- d. What is the checklist for a tour guide?
- e. Enlist the aids used by tour guide.
- f. What is the difference between tour guide and tour operator?
- g. What are the occupational skill standards of a tour guide?
- h. Define Roadblocks in communication.
- i. Enlist parameters of nature interpretation.
- j. Define Non-Verbal communication.



SECTION-B

2. Describe about the responsibility of tour guide in detail.
3. What are the various types of tour guides?
4. Describe in detail the code of conduct for tour guide.
5. Present a commentary for Taj Mahal.
6. "Humor is important for tour guide". Comment

SECTION-C

7. Describe in detail about the tour commentary composition?
8. Describe the importance of posture and presentation skill of a tour guide.
9. Describe about the history- dimension and present status of tour guide.

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Roll No.

Total No. of Questions : 09

Total No. of Pages : 02

SECTION-B

BTTM (2018 Batch) (Sem.-3)

INTRODUCTION TO EVENT MANAGEMENT

Subject Code : BTTM304-18

M.Code : 76797

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 :

- What do you mean by term Event?
- State two qualities of Technical Staff in Event Management.
- Mention any two essentials of an Event Manager.
- Name any two software's used in Event management.
- What do you understand by the term Participation Tips for event Management?
- Explain the term "Reference Check".
- What do you understand by the term Expense Reimbursement?
- State the names of any four types of Budgets.
- Define the Concept of Record - Keeping Systems.
- What do you understand by the term Locating People?

- State the advantages of a record Keeping system in an event management company.
- Mention any Five Planning Tips for a smooth conduct of an event.
- Discuss the need of expert resources for conducting an event.
- Mention the uses of developing content guidelines for an event.
- What is fees and honorarium in an event?

SECTION-C

- Explain the various approaches towards an event. Also state the scope of work of an event.
- How would you locate people for various job roles for an event? Also explain the process of clarify roles for them.
- Describe the various factors you will take into account while a budget for an event. Explain.



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Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

BTTM (2018 Batch) (Sem.-3)

TOURISM IMPACT

Subject Code : BTTM305-18

M.Code : 76798

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. Social accounting.
- b. Indigenous.
- c. Benefits.
- d. Ecology.
- e. Multiplier effect.
- f. Social impacts.
- g. Community participation.
- h. Carrying capacity.
- i. Cultural impacts
- j. Rural tourism.



SECTION-B

2. Explain the benefits of tourism to local community.
3. Write a note on environmental auditing.
4. Write a note on economic impacts of tourism.
5. Explain the need for sustainable tourism.
6. Explain the benefits of rural tourism.

SECTION-C

7. Write a note on tourism development at global level.
8. Explain the socio-cultural impacts of tourism.
9. Explain the various stakeholders involved in tourism development.

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Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

BTTM (2018 Batch) (Sem.-3)
TOURISM PRODUCT OF INDIA : CULTURAL HERITAGE

Subject Code : BTTM-306-18

M.Code : 76799

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 Culture?
- b. What is the difference between ethics and culture?
- c. How will you define unity and diversity?
- d. How cultural attractions are important for tourism promotion?
- e. What is spiritual tourism?
- f. Write down the folk dances of Tamil Nadu.
- g. Write down five classical dances of India.
- h. What is UNESCO?
- i. What is called as folklore?
- j. Which places in Uttar Pradesh are associated with the Ramayana birthplace?



SECTION-B

2. Write a short note on Indian culture.
3. How natural heritage forms the basis of tourism industry in India?
4. Explain about the four stages of life according to Hindu mythology.
5. What do you understand by Indian ethos?
6. Explain in detail about the classical dances of India.

SECTION-C

7. Describes about the major factors that influencing the culture.
8. Write an essay on the biodiversity of India.
9. Write a brief note on any five UNESCO cultural world heritage sites in India.

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Roll No. _____

Total No. of Pages : 02

Total No. of Questions : 09

BTTM (2018 Batch) (Sem-3)
ENVIRONMENT AND TOURISM

Subject Code : BTTM308-18

M.Code : 76801

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 :

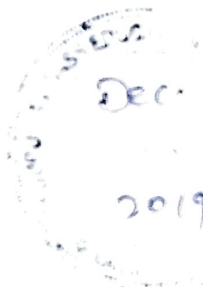
- a. Tourism
- b. Synergy
- c. Quality control
- d. Eco-tourism
- e. Backpacker
- f. Domestic tourism
- g. Beach
- h. Environmental impacts
- i. Green tourism
- j. Agenda 21

SECTION-B

1. Explain the area of conflict in tourism and environment
2. Write a note on Geo-tourism with suitable examples.
3. Write a note on World conference on sustainable tourism, 1995
4. Explain Ecosystem with reference to tourism
5. Explain the role of community in tourism development

SECTION-C

1. Explain the concept of eco-tourism with a case study
2. Explain quality recreating and environmental compatibility
3. Explain the need and importance of sustainable tourism



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Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

BTTM (2018 Batch) (Sem.-3)
SPECIAL INTEREST TOURISM
Subject Code : BTTM-307-18
M.Code : 76800

Time : 3 Hrs.

Max. Marks : 60

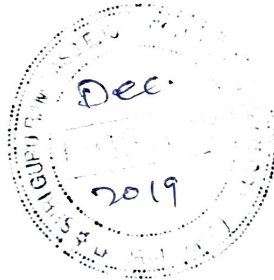
INSTRUCTIONS TO CANDIDATES :

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3. SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.

SECTION-A

Q1. Answer briefly :

- a) What is SIT?
- b) Define Tourism interest cycle.
- c) Enlist five dark tourism sites in India.
- d) Pen down the adventure activities available in Manali.
- e) Enlist the various types of tourism.
- f) What is the role of media in tourism sector?
- g) Expand CBT.
- h) What is difference between backpacker and flashpackers?
- i) Which places are famous for wine tasting in India?
- j) What are main SIT products of India?



SECTION-B

- Q2. Suggest itinerary of slum tourism in India.
- Q3. What is difference between gastronomy tourism and culinary tourism?
- Q4. Discuss the concept of special interest tourism.
- Q5. What is scope of senior tourism in India?
- Q6. Is SIT alternative to mass tourism? Comment.

SECTION-C

- Q7. Describe the various resources required for development of SIT products.
- Q8. Discuss in details the parameters of Community Based Tourism. Also cite certain examples of successful CBT initiatives.
- Q9. Present two famous case studies related to SIT business.

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Total No. of Pages : 02

Total No. of Questions : 09

B.Sc.(ATHM) (2014 to 2017) [Sem.-2]

DIMENSIONS OF INTERNATIONAL TOURISM

Subject Code : STA-11

M. Code : 75445

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES

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- SECTION-C contains **THREE** questions carrying **TEN** marks each and students have to attempt any **TWO** questions.

SECTION-A

I. Answer briefly :

- Mass tourism
- Independent travel packages
- Tourism
- ITDC
- Green tourism
- On site travel business
- Travel agency
- International tourism
- Travel services
- Inbound tourism

- What is IATA and its functions?
- Write down the role of FITRAJ in tourism.
- What is PATA? Also explain the various PATA chapters.
- Write short note on package tour.
- Write down the functions of travel agency.

SECTION-C

- List some international tourism organisations. Discuss the need and significance of international tourism organisations.
- Explain travel retailing and discuss its importance in tourism.
- Discuss on the trends and critical issues of world tourism.



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