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Total No. of Pages : 02

Total No. of Questions : 09

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

TOUR PACKAGING DESIGN

Subject Code : BTM-404-18

M.Code : 77521

Date of Examination : 17-05-2024

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) Adventure tour
- b) Tour costing
- c) Downtown hotel
- d) Tour-package
- e) Rural Tourism
- f) Premium pricing
- g) Meetings
- h) Architectural tour
- i) Offline special interest tour
- j) Name different meal plans.

SECTION-B

2. Explain forms of package tour.
3. Difference between 'Inclusion' and 'Exclusion' in a tour package.
4. Explain various types of costs.
5. Make a 5D/4N itinerary of adventure tour package.
6. Describe the purpose of ethnic tours.

SECTION-C

7. Discuss the role of liaison and negotiation in the successful execution of package tours.
8. Explain FIT costing and group costing with examples.
9. Discuss the significance of selecting appropriate media channels in the promotion of tour operations.

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.

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

ITINERARY PREPARATION

Subject Code : BTM/403/18

M.Code : 77520

Date of Examination : 14-05-2024

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) Discuss the concept of Itinerary preparation.
- b) What is the importance of an itinerary?
- c) What are the limitations of itinerary preparation?
- d) Define Cultural Tourism.
- e) What is a seasonal itinerary?
- f) Define Adventure tourism.
- g) What do you mean by special interest tourism?
- h) What is the Desert Triangle in India?
- i) Define Religious tourism.
- j) Name the destinations included in the temple circuit of South India.

SECTION-B

2. Write down the differences between FIT and GIT tours with examples.
3. Present a detailed itinerary for health tourism in India.
4. What are the differences between custom made itinerary and readymade itinerary?
5. What are the main elements of Itinerary preparation?
6. Write an itinerary for Great Indian Heritage Circuit.

SECTION-C

7. What are the important factors a travel agent should keep in mind while preparing an itinerary? Write a detailed itinerary of Buddhist Circuit.
8. What are the do's and don'ts of itinerary preparation? Explain in detail with the help of examples.
9. Write a short note on :
 - a) Seasonal Itinerary- Product based Itinerary
 - b) All inclusive Itinerary.

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Bachelor of Tourism and Travel Management (Sem.-4)
POLICY AND PLANNING FOR TOURISM DEVELOPMENT

Subject Code : BTTM/402/18

M.Code : 77519

Date of Examination : 13-05-2024

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

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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 :
- What is the importance of Policy formulation?
 - Name the Tourism Policy formulation Bodies in India.
 - What was the second five year plan?
 - What things to be considered while planning at state level?
 - What is the objective of planning for tourism destination?
 - State two ways in which local community is involved in Tourism Development?
 - Define incentives and concessions.
 - Name the key events in the Indian Tourism Planning Process.
 - Define Destination life cycle.
 - Why five year plans were introduced?

SECTION-B

2. Write a short note on L.K. Jha Committee 1963.
3. What are the methods and factors influencing planning?
4. What are the techniques of plan formulation?
5. What is the process of Tourism Planning?
6. What are the sources of funding, incentives and concessions extended for tourism projects?

SECTION-C

7. What is the role of government, public and private sector in formulation of tourism policy?
8. How is tourism planning done on international, national, regional and local level?
9. Write a short note on :
 - a) National Tourism Policy - 1982
 - b) National Committee Report - 2002.

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BTTM (Sem.-4)
INTRODUCTION TO STATISTICS

Subject Code : BTTM/401/18

M.Code : 77518

Date of Examination : 03-05-2024

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

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

SECTION-A

1. Write briefly :

- a) Ogive
- b) Classification
- c) Mode
- d) Skewness
- e) Quartile deviation
- f) Karl Pearson correlation coefficient
- g) Regression line
- h) Role of index number
- i) Test of consistency
- j) Utility of time series.

SECTION-B

2. What are the uses of statistics in business?
3. Discuss the utility and limitations of graphic method of presenting statistical data.
4. Calculate Mean and Median for the distribution from the data below :

Mid value	35	45	55	65	75	85
Frequency	18	37	45	22	15	8

5. Distinguish between correlation and regression.
6. From the following data, calculate trend values using 3-yearly moving average :

Year:	2001	2002	2003	2004	2005	2006	2007
Production:	412	438	446	454	470	483	490

SECTION-C

7. The scores of two sportpersons P and Q in 10 innings during a certain match are:

P	32	28	47	63	71	39	10	60	96	14
Q	19	31	48	53	67	90	10	62	40	80

Find out which is better scorer and who is more consistent sportperson?

8. Calculate the coefficient of correlation between the values of X and Y given below:

X	9	11	14	15	16	19	21
Y	30	40	60	70	85	95	110

9. What are index numbers? Explain the various problem faced in the construction of index number. What is the utility of index number?

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

TOURISM TRANSPORTATION

Subject Code : BTTM408/18

M.Code : 77525

Date of Examination : 25-05-2024

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.
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SECTION-A

1. Write briefly :
- a) Where are the headquarters located of :
 - i) DGCA
 - ii) ICAO.
 - b) Name four approved tourist transport operators.
 - c) Differentiate between ferries and boats.
 - d) Define Tourist Transportation System.
 - e) What is the Indrail pass?
 - f) What is the Open sky policy?
 - g) Define Coach Tours.
 - h) Which places are included in the itinerary of Deccan Odyssey?
 - i) Write the name of any four private Airline companies of India.

j) Fill in the blanks :

- i) AAI was founded in year _____.
- ii) IATA headquarters is located in _____.

SECTION-B

2. Discuss some recent policies in Indian aviation sector.
3. Write a short note on British and Japanese Rail.
4. How many Toy Trains are there in India? Discuss about them in detail.
5. Write a short note on the importance of Transport in Tourism. What should be considered while selecting a transport mode?
6. What are the major water based leisure practices in India? Explain.

SECTION-C

7. What are the freedoms of Air? Explain in detail.
8. What is Water Transport System? Discuss its various modes.
9. **Write a short note on :**
 - a) Palace on wheels
 - b) Royal Orient.

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BTTM (Sem.-4)
BASICS OF ENTREPRENEURSHIP

Subject Code : BTTM-405-18

M.Code : 77522

Date of Examination : 21-05-2024

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 meant by business strategy?
 - b. What are the qualities of an entrepreneur?
 - c. What is partnership?
 - d. Differentiate an entrepreneur & businessman.
 - e. What is the role of people in tourism planning?
 - f. What is meant by a public company?
 - g. What is Collaboration?
 - h. What is Financial Planning?
 - i. What is meant by an opportunity?
 - j. What are good business practices?

SECTION-B

2. Discuss the ways to generate different business ideas.
3. What is the role of people in tourism business planning? Discuss.
4. Discuss the role of networking and collaboration in industry.
5. What is planning? Write down the process for setting a tourism business.
6. Discuss the role and importance of tourism marketing planning.

SECTION -C

7. Write down the process of writing a business plan by highlighting the marketing, financial, operations feasibility.
8. Discuss the 8 Ps of tourism marketing mix with suitable examples.
9. Discuss the various forms of organization with legal considerations of a company.

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