

Roll No.

Total No. of Questions : 09

Total No. of Pages : 02

BTTM (Sem-5)
RETAIL MANAGEMENT
 Subject Code : BTTM-506-18
 M.Code : 78213
 Date of Examination : 12-06-2023

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) What are Category Killers?
- b) What are E tailers?
- c) What is Merchandise?
- d) Explain Store Design.
- e) What are the Characteristics of retailing?
- f) Define Retailing Channels.
- g) Enumerate about Store Administration.
- h) What is Inventory Management?
- i) What is Cost Control?
- j) What is Organized Retailing?

**SECTION-B**

2. Give the importance of Retail Sector for the growth of Indian Economy.
3. Explain in brief about the various strategies to be used for penetration into new markets.
4. What challenges are being faced by Indian in relation to retail sector? Explain.
5. Explain in brief about Demand and cost based pricing strategies.
6. Explain the role and importance of customer service in retail industry.

SECTION-C

7. Explain detail about the various types of Market segmentation that are followed in retail industry.
8. Explain brief about retail pricing and factors that influence retail pricing.
9. It is important to do market research for understanding retail customers. Comment.

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 BUSINESS ENVIRONMENT

Subject Code : BTTM-503-18

M.Code : 78210

Date of Examination : 09-06-2023

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) Liberalization
- b) Technological Advancement
- c) External Environment
- d) FDI
- e) Travel Reforms
- f) Incentives
- g) Technological Advancement.
- h) Medium Enterprise
- i) Trade Reforms
- j) Internal Environment.



SECTION-B

2. What do you understand by environment? What are its different types?
3. What is small scale industry? How has it helped tourism sector?
4. Give the relevance of FDI in tourism sector
5. Explain the role of Small scale industry for promoting tourism in India.
6. Explain the term environmental scanning and its relevance to tourism business.

SECTION-C

7. Explain the importance of globalisation in the expansion and growth of tourism sector in Indian Sub-Continent.
8. What do you understand by Industrial policy? Explain in brief, about the new industrial policy emphasising on the amendments that have taken place from time to time.
9. What are the various tourism and travel trade reforms that have been announced by India lately.

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 Questions : 09

Total No. of Pages : 02

BTTM (Sem.-5)

TOURISM MARKETING

Subject Code : BTTM-502-18

M.Code : 78209

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. Write briefly :

- a) Discuss the features of tourism marketing.
- b) What is market positioning?
- c) What is market segmentation?
- d) What is Product lifecycle?
- e) What is team building?
- f) What is consumer behavior?
- g) What is branding?
- h) What are Public Relations?
- i) What is marketing environment?
- j) What is Marketing Mix?



SECTION-B

2. Discuss how advertising is used as promotional tool.
3. Pen down the functions marketing.
4. Pen down the various factors influencing the consumer buying behavior.
5. Discuss various trends in tourism marketing.
6. What are the various marketing skills for tourism?

SECTION-C

7. Discuss the 7 P's of marketing with suitable examples.
8. What is market segmentation? Discuss the different levels and bases of market segmentation.
9. Discuss the various strategies and approaches of price.

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. 1111

Total No. of Pages : 02

Total No. of Questions : 09

BTTM (Sem.-5)

INTRODUCTION TO TOURISM RESEARCH

Subject Code : BTTM-501-18

M.Code : 78208

Date of examination: 12-12-2022

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 :

- What are basic objectives of Tourism Research?
- What do you understand by Research ethics?
- What is a Research Design?
- What do you understand by Testing of Hypothesis?
- What is Exploratory Research design?
- What is the main purpose of Hypothesis Testing?
- What do you understand by Focus Group Discussion?
- What is Stratified Sampling?
- What do you understand by Re-drafting of the report?
- What is a Qualitative Research?



SECTION B

2. What are different types of Tourism Research? Illustrate your answer.
3. What are Ecotourism and Sustainable Tourism? Discuss.
4. What are different elements of Tourism Research Design? Illustrate your answer.
5. What are basic sampling methods? Discuss.
6. Discuss the steps of data interpretation in Research. Illustrate your answer.

SECTION C

7. *'The success of a good research depends upon the questionnaire'*. Do you agree? Discuss and illustrate
8. *'Tourism research in India is yet to reach at an advanced stage'*. Do you agree? Discuss and illustrate
9. What is the role of IT in research? Illustrate your answer.

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.

Total No. of Questions : 09

Total No. of Pages : 02

B.Sc.(ATHM) (Sem.-5)

RESORT MANAGEMENT

Subject Code : BTA-26

M.Code : 71802

Date of Examination : 01-08-22

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 a short note on :
- What do you understand by theme resorts give the names of at least two theme resorts of India?
 - What do you understand by resort concept?
 - Name few resorts that are found across India.
 - What is the meaning of Ground Maintenance?
 - Explain, what are theme resorts?
 - Enlist different recreational activities that may be planned for a resort.
 - What do you understand by Guest relations?
 - What is the importance of surveillance in resorts?
 - Explain the Host Concept.
 - What do you understand by Publicity in Resorts?

SECTION-B

2. Write a short note on history and characteristics of a Resort.
3. Explain what investment aspects would you consider when planning and developing a resort?
4. What do you understand by Resort Marketing and Sales Promotion?
5. Explain the importance of Spa and Health club facilities in a Resort.
6. Give the importance of Publicity and Advertisement in promotion of sales.

SECTION-C

7. Write a note on the future trends in Resort Development, Planning and Management.
8. Explain what kind of food and beverage planning is done for a resort?
9. Explain, what will be the social aspects of developing a theme resort?

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

Roll No.

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 : 19-12-2022

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) Importance of Human Resource Management
- b) Incentives
- c) Employee Referral
- d) placement
- e) induction
- f) Job specification
- g) application blank
- h) Succession planning
- i) Job Enrichment
- j) Fringe benefits

SECTION -B

2. "Job Analysis is the most basic personnel management function." Discuss.
3. Explain various steps involved in the selection process.
4. Explain the process of manpower planning with suitable examples
5. What are the functions of HRM? Discuss.
6. What do you understand by compensation management? Discuss two methods of wage payment?

SECTION - C

7. Discuss the evolving role of HRM in Tourism industry.
8. Discuss the various external sources of recruitment. Discuss the recent trends in recruitment.
9. What do you understand by job design? What are its objectives and discuss the techniques of job design?

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 BUSINESS ENVIRONMENT

Subject Code : BTTM-503-18

M.Code : 78210

Date of Examination : 16-12-2022

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 micro environment?
- b) What is PEST analysis?
- c) What is meant by environmental scanning?
- d) What is Globalization?
- e) What is competition act?
- f) What is small scale tourism enterprise?
- g) Discuss the nature of tourism business environment.
- h) Differentiate between micro and macro environment.
- i) What is meant by foreign direct investment?
- j) What is LPG policy?

SECTION-B

2. Discuss the environmental scanning techniques.
3. Pen down the significance of Foreign Direct Investment in tourism in India.
4. Discuss the impact of competition act on Indian tourism business.
5. Discuss the various economic reforms and its impact on tourism industry.
6. Discuss the various trends in tourism business in India.

SECTION-C

7. Discuss the various types of business environment with suitable examples.
8. Discuss the various industrial policies of India with special emphasis on new industrial policy related to tourism business.
9. Discuss the significance, problems and various incentives given to small scale tourism enterprises in Indian economy with suitable examples.

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)
RETAIL MANAGEMENT
Subject Code : BTTM-506-18
M.Code : 78213
Date of Examination : 21-12-2022

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 functions of retailing?
- b) What is importance of studying retailing?
- c) What do you understand by market? Explain the different type of markets.
- d) What is retail consumer behavior?
- e) What is market penetration?
- f) How online retailing is evolving?
- g) What do you understand by consumer demographics?
- h) What is the importance of brands in retailing?
- i) How competition affects retail pricing?
- j) What is the difference between organized and unorganized retailing?

SECTION-B

2. Discuss the types of decision making.
3. Discuss the development of retail industry in India.
4. What is role of marketing research in retail customer?
5. Discuss the growth strategy for retail.
6. What is store management?

SECTION-C

7. Discuss the consumer decision making process.
8. Discuss the strategy for effective consumer segmentation.
9. Discuss the modern retail formats and challenges ahead for retailing.

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.

[illegible]

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 : 09-08-22

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. Challenges of HRM Practices in India.
 - b. Recruitment Practices in India.
 - c. Employee referral
 - d. Placement
 - e. Induction
 - f. Job specification
 - g. Application blank
 - h. Internal sources of recruitment
 - i. Job Enlargement vs. Job Enrichment
 - j. Psychometric tests.

SECTION-B

2. Identify the major challenges of HRM and discuss how HR Manager shall face them?
3. "*Job Analysis is the most basic personnel management function*". Discuss.
4. Explain various types of tests used in the selection process.
5. Define Job Specification. How it is different from Job Description?
6. What is an interview? What purpose does it serve? Describe various types of interviews

SECTION-C

7. Describe the changing scope of Personnel Administration in light of technological changes and globalization.
8. Discuss the various sources of recruitment.
9. Outline the various steps involved in job analysis.

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. Discuss the various types of environments.
3. Pen down the significance of small scale tourism enterprises to Indian Economy.
4. Discuss the impact of competition act on Indian tourism business.
5. Discuss the travel trade reform announced in India in recent times.
6. Discuss the determinants of tourism business environment.

SECTION-C

7. Discuss the various techniques of environmental scanning.
8. Discuss the various industrial policies of India with special emphasis on new industrial policy related to tourism business.
9. Discuss the significance, policy and current position of foreign direct investment in tourism w.r.t. 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.

[illegible]

Total No. of Pages : 02

Total No. of Questions : 09

B.Sc. (ATHM) (Sem.-5)
TOURISM POLICY IN INDIA

Subject Code : BTA-25

M.Code : 71801

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 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 :
- Expand the full form of ITDC and HPTDC.
 - In which year and under which five year plan the first tourism policy was introduced in India?
 - What is the difference between policy and planning?
 - Name the Union Minister of Tourism, Govt. of India.
 - Define all 3 levels of tourism planning in one liners.
 - Mention any 4 objectives of Tourism Planning.
 - What do you mean by urban tourism planning?
 - Name any 2 national level tourism organisation with its headquarter.
 - Mention year and name of country where Warsaw convention happened.
 - What do you mean by International conventions? Name any TWO.

SECTION-B

2. Define product life cycle with the help of diagram and explain its stages.
3. What are 5 key steps in Tourism Planning? Explain in detail.
4. When did Tourism sector was recognised as industry in India? Also highlight the major achievements of Indian tourism in global market before covid-19.
5. Elaborate the role of state and local tourism organisations in tourism planning of unexplored place in the region.
6. Write main postulates of Open Sky Policy and its advantage for tourism industry.

SECTION-C

7. Tourism Finance Corporation of India is boon to small entrepreneurs in India. Justify the comment by mentioning aims, objectives and functions of TFCI.
8. Write a detailed essay on Schengen Agreement and its utility in Tourism Industry by giving suitable examples.
9. Comment on the Tourism Planning and policies of any 2 of the following :
 - a) Kerala
 - b) Himachal Pradesh
 - c) Rajasthan Tourism Development Corporation.

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.

Total No. of Questions : 09

Total No. of Pages : 02

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

M.Code : 78209
Date of Examination : 04-08-22

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :
1. SECTION A : 20

- 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 Physical evidence?
 - b) What is branding?
 - c) What is product life cycle?
 - d) What is Marketing Process?
 - e) What is Sales Promotion?
 - f) What is Marketing Environment?
 - g) What is STP?
 - h) What is Consumer behavior?
 - i) What is market segmentation?
 - j) Define creativity.

SECTION-B

2. Pen down the evolution of marketing.
3. Discuss buyer decision process with suitable example.
4. Discuss the various pricing strategies.
5. What is teal building and self-motivation? Discuss its role and importance in tourism.
6. Discuss the process of new product development.

SECTION-C

7. Define Marketing mix? Discuss all the P's related to service marketing with suitable examples.
8. Pen down the features of tourism marketing and discuss the different types of marketing environments.
9. Discuss various trends of Tourism marketing related to destination, airlines, hotels and resorts.

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.

Total No. of Questions : 09

Total No. of Pages : 02

B.Sc. (ATHM) (Sem.-5)

DESTINATION MARKETING & MANAGEMENT

Subject Code : BTA-27

M.Code : 71803

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 :

- a. What do you understand by Agro tourism? Where can it be experienced in India?
- b. Explain MICE tourism.
- c. “*Hindustan Ka Dil Dekho*” is famous tagline or catch phrase used in the advertisement by which Indian state tourism development corporation?
- d. What is a DMC?
- e. What is Destination Pricing?
- f. What is Sales Promotion?
- g. Name three major educational tourism sites in India.
- h. Incredible India campaign was launched by and in the year.
- i. Name three major factors to be considered while designing a destination plan.
- j. What do you understand by the term Distribution Channel?

SECTION-B

2. What is the difference between Health and Medical Tourism.
3. What are the various types of promotional techniques used by the destination marketers?
4. What do you understand by Golden Triangle tour, explain with the help of an detailed itinerary.
5. "Destination Marketing plays a very crucial role in creating a destination's Image". Justify the statement.
6. Write a short note on Adventure tourism scenario in India.

SECTION-C

7. "TIRTHYATRA" or PILGRIMAGE Travel is a major form of domestic travel that takes place in India at various destination. Explain in detail with the help of suitable examples.
8. Write a detailed note on "P's of Marketing".
9. What do you understand by Destination marketing Plan? Which destination according to you in India has a good destination marketing plan? Explain.

Roll No. _____
Total No. of Questions : 09

Total No. of Pages : 02

B.Sc.(ATHM) (2014 to 2017) (Sem.-5)
TOURISM POLICY IN INDIA
Subject Code : BTA-25
M.Code : 71801

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 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

Q1. Explain briefly the following terms :

- a) TFCI
- b) Warsaw Convention
- c) Open Sky policy
- d) ITDC
- e) PPP
- f) Euro Agreement
- g) Pro-Poor tourism
- h) Escorted tour
- i) HPTDC
- j) Ecological tourism



SECTION-B

- Q2. What are the characteristics of National Tourism Policy 1987?
- Q3. What is PRODUCT LIFE CYCLE? Explain its Significance.
- Q4. What are the three levels of Tourism Planning?
- Q5. What is Bermuda Convention?
- Q6. Write a note on National Tourism Action Plan 2002.

SECTION-C

- Q7. Write a note on Ultraranchal tourism.
- Q8. Write a detailed note on Rajasthan Tourism Development Corporation. And also explain its tourism policy.
- Q9. What is the role of TRCI in tourism planning?

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