

Roll No.

Total No. of Questions : 09

Total No. of Pages : 02

BTTM (Sem.-7)
OUTBOUND TOUR OPERATIONS
 Subject Code : BTTM-704-18
 M.Code : 90301
 Date of Examination: 29-05-2023

Time : 3 Hrs.

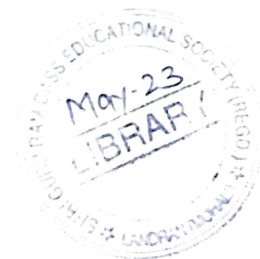
Max. Marks : 60

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. Write briefly:**

- Define Itinerary
- Product Analysis
- Risks in tourism
- Types of Tourism
- Destination
- Unremitting growth
- Thomas Cook
- Sale and Execution
- Global outbound tourism
- Name any two cities of china.

**SECTION-B**

- Write about Outbound Tourism and Analysis for out-bound tourism.
- Explain Participation Advantages of tourism.
- What are the packages of leading travel companies for out-bound tourism?
- Write a note on sales and execution strategies.
- Write a note on major tourism generating and receiving companies.

SECTION-C

- Write in detail about Comparative analysis product development in Asia, Pacific and Middle East.
- Explain Outbound Tourism Packages and Destinations
- Explain Emerging Trends of global tourism.

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BTTM (Sem -7)

SAFETY AND SECURITY MANAGEMENT

Subject Code : BTTM-706-18

M.Code : 90303

Date of Examination : 26-05-2023

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.
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SECTION-A

I. Define the term :

- a) Vulnerability
- b) Industrial disaster
- c) International issue of tourist security
- d) Types of accidents
- e) Floods cyclone
- f) Global warming
- g) Emergency response plan
- h) I NWTG
- i) Epidemics
- j) Job safety analysis

SECTION-B

2. What is Risk? Explain its concept and analysis.
3. What are the common problems and challenges with hotel and tourism destinations security?
4. Differentiate between earthquake and cloud burst.
5. Explain the role of safety and security in room division.
6. Explain the various types of disasters.

SECTION-C

7. What do you understand by safety and security management? Explain in detail.
8. Write down the common problems and challenges with hotel & tourism destination security.
9. Write down the safety security process of risk management and standards for risk management.



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BTTM (Sem.-7)
SERVICE MARKETING
Subject Code : BTTM-705-18
M.Code : 90302

Date of Examination : 24-05-2023

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

1. Answer Briefly :

- a) What is service marketing?
- b) What is marketing mix?
- c) What is targeting?
- d) What is positioning?
- e) What is service life cycle?
- f) What is SERVQUAL?
- g) What is Service channel?
- h) What is market segmentation?
- i) What is meant by logistics?
- j) What is scope of service?



SECTION-B

2. Discuss the characteristics of services.
3. Discuss the challenges of services.
4. What is integrated service marketing communication?
5. Discuss the service marketing strategies for health.
6. Discuss the classification of service marketing segmentation.

SECTION-C

7. Pen down the various classification of services and expanded marketing mix of service marketing.
8. Discuss the GAP model of service quality and process to measure service quality.
9. Define price. Discuss the various methods of pricing of service.

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Bachelor of Tourism and Travel Management (Sem.-7)

TOURISM PROMOTION

Subject Code : BTM702-18

M.Code : 90299

Date of Examination : 17-05-2023

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. Write briefly :

- a) What are the objectives of Tourism Promotion?
- b) The improvement in tourism of the nation depends on which issues?
- c) Expand on the various tasks undertaken by the private and government sector in promotion of tourism.
- d) Define standards in tourism advertising.
- e) Write a short note on the significant tourism promotional actions carried out by the Ministry of Tourism.
- f) How the image of destination enhanced with the help of various promotional strategies?
- g) Which factors are critically involved in Destination Marketing?
- h) Define the role of stakeholders in destination planning.
- i) What is the perceived destination image held by the customer or potential customer?
- j) Analyze personnel selling in tourism with respect to potential customers.

SECTION-B

2. What is Tourism Promotion Mix? Explain with a neat diagram.
3. Give the role of advertising in tourism.
4. Enumerate on the concept of Sales force decisions.
5. Appraise us on the various activities practiced to promote tourism.
6. Evaluate the role of various promotional units.

SECTION-C

7. Describe the characteristics of tourism marketing. Recognize the importance of marketing in tourism industry.
8. 'Personnel Selling in Tourism Management has a significant impact on the tourists'. Explain.
9. Discuss the role of individual sale as an important component of Tourism Promotion Explain the Advantages and Disadvantages of Individual Sale.



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BTTM (Sem-7)

TOURISM PRODUCT : EUROPE AND AMERICA

Subject Code : BTTM707-18

M.Code : 90304

Date of Examination : 05-06-2023

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

I. Write briefly :

- a) Inbound Tourism
- b) Trends in Tourism Industry
- c) Destinations
- d) Effect of Tourism
- e) Itinerary
- f) Man-made attractions
- g) Amenities
- h) Transit route
- i) Stake holders
- j) Tourists.



SECTION-B

2. Write the comparison of latest statistics of Europe vs America.
3. What are tourism development strategies?
4. Write about Europe Tourism.
5. Write a note on international tourism trends.
6. Write a note on major tourism destinations of United States of America.

SECTION-C

7. Explain SWOT analysis of the tourism development strategies of USA & UK.
8. Write in detail, about Central America.
9. Make a 30 days, Itinerary of a old couple to Europe.

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**BTTM (Sem.-7)
ACCOUNTING FOR MANAGERS**

Subject Code : BTTM-701-18

M.Code : 90298

Date of Examination : 01-06-2023

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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SECTION-A**I. Write Briefly :**

- a) What is the Working capital?
- b) What is cost sheet?
- c) What is a Trial Balance?
- d) What is cash book?
- e) What are subsidiary books?
- f) What is depreciation?
- g) What is budgetary control?
- h) What is an accounting process?
- i) What is finance?
- j) What is Bank reconciliation statement?

**SECTION-B**

2. Discuss the importance of Bank reconciliation statement
3. Differentiate between Trading and Profit & loss account.
4. What is cash book? Discuss the various types of cash book.
5. Pen down the treatment of following adjustments.
 - a) Closing stock
 - b) Prepaid expenses
 - c) Outstanding expenses
 - d) Depreciation
6. Discuss the various sources of finance.

SECTION-C

7. Discuss the generally accepted accounting principles with suitable examples.
8. Discuss the significance, classification and various factors affecting the working capital.
9. From the following trial balance of Gopal Nath and Sons, prepare Trading and Profit and Loss Account for the year ending 31st December 2012 and a Balance Sheet as at that date:

Opening Stock 4,000; Bills Payable 1,200; Purchases 12,000; purchase return 300; Carriage 1,170; Sundry creditors 2,700; Wages 1,000; Sales 20,000; Sales return 200; Capital 30,000; Drawings 1,500; Commission received 120; Office expenses 250; Salaries 1,600; Discount 300; Repairs 1,200; Advertisements 500; Sundry debtors 6,300; Plant & Machinery 12,000; Building 10,000; Cash in hand 600; Cash at bank 2,000

The value of stock in hand on 31st December, 2012 was 6,000

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BTTM (Sem-7)

TOURISM PRODUCT : EUROPE AND AMERICA

Subject Code : BTTM707-18

M.Code : 90304

Date of Examination : 05-06-2023

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

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SECTION-A

1. Write briefly :

- a) Inbound Tourism
- b) Trends in Tourism Industry
- c) Destinations
- d) Effect of Tourism
- e) Itinerary
- f) Man-made attractions
- g) Amenities
- h) Transit route
- i) Stake holders
- j) Tourists.



SECTION-B

2. Write the comparison of latest statistics of Europe vs America.
3. What are tourism development strategies?
4. Write about Europe Tourism.
5. Write a note on international tourism trends.
6. Write a note on major tourism destinations of United States of America.

SECTION-C

7. Explain SWOT analysis of the tourism development strategies of USA & UK.
8. Write in detail, about Central America.
9. Make a 30 days, Itinerary of a old couple to Europe.

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BTM (Sem.-7)
ACCOUNTING FOR MANAGERS
Subject Code : BTM-701-18
M.Code : 90298
Date of Examination : 13-12-22

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

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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 meaning of double entry system?
 - b) What is depreciation?
 - c) What is voucher system?
 - d) What is working capital?
 - e) What are subsidiary books?
 - f) What is cost sheet?
 - g) What is budgetary control?
 - h) What is outstanding income?
 - i) What is financial management?
 - j) What is bank reconciliation statement?



SECTION-B

2. Prepare a cost sheet with dummy figures.
3. Discuss the various factors which affect the working capital requirement.
4. What is depreciation? Discuss the various methods of charging depreciation.
5. Pen down the treatment of following adjustments :
 - a) Prepaid expenses
 - b) Outstanding expenses
 - c) Depreciation.
6. What is cash book? Pen down the various types of cash books with their formats.

SECTION-C

7. Discuss the generally accepted accounting principles with suitable examples.
8. What is budgetary control? Discuss the various techniques of budgetary control.
9. Prepare the trading, profit & loss account and balance sheet of Ruchika as on 31st march, 2021, from the following balances :

Particulars	Amount	Particulars	Amount
Capital	4000	Creditors	1000
Debtor	3400	Cash	900
Purchases	3700	Machinery	1000
Wages	1800	Sales	9000
Sales return	100	Stock (April 1, 2020)	1000
Drawings	400	Carriage inward	50
Salaries	600	General expenses	200
Rent	600	Advertising	100
Purchase return	50	Carriage outward	200

Closing stock-Rs.2000

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BTTM (Sem.-7)
TOURISM PROMOTION
Subject Code : BTTM-702-18
M.Code : 90299
Date of Examination : 15-12-22

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

1. Write briefly :

- a. What are five A's in tourism?
- b. What is sales promotion?
- c. Enlist various types of sales techniques.
- d. What is maturity stage in destination life cycle?
- e. Enlist various types of social media available for tourism promotion.
- f. Why PR is important?
- g. What is web 2.0 advertising?
- h. What is intangibility of tourism products?
- i. Pen down the components of marketing of tourism products.
- j. Write three qualities of sales force.



SECTION-B

2. Describe in brief about the various types of tourist attractions.
3. Write the characteristics of tourist attractions.
4. Comment on the role of media in tourism promotion.
5. Write a brief note on sales techniques used in tourism industry.
6. Pen down the examples of advertising appeals in tourism industry.

SECTION-C

7. Describe in detail the conceptual model of destination life cycle.
8. Highlight the various types of sales promotion techniques in tourism industry.
9. Write a description about the budgetary provisions and techniques advertising decisions.

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BTTM (Sem.-7)
OUTBOUND TOUR OPERATIONS
Subject Code : BTTM-704-18
M.Code : 90301
Date of Examination : 17-12-22

Time : 3 Hrs.

Max. Marks : 60

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SECTION-A

1. Write briefly :
 - a. What is outbound tourism?
 - b. What is tourism supply?
 - c. Enlist major outbound tourist generating from India.
 - d. Pen down top five outbound tourist destinations of world.
 - e. Enlist famous products of Thomas Cook.
 - f. Write five famous destinations of Europe.
 - g. Which are the popular tourism products of South America?
 - h. What are the requirements for a company to operate international tour packages?
 - i. Enlist five famous tourist destinations of Pacific region.
 - j. What is the difference between outbound tourism and International tourism?



SECTION-B

2. Make a comparison between tourism products of Asia and Europe.
3. Discuss about the strategies of sales in case of international tourism products.
4. Write a note on:
 - a. America Tourism Products
 - b. Wild life Tourist delight of Asia.
5. Write a detailed note on outbound tourism and its challenges in global prospective, highlighting the factors influencing outbound tourism in India.
6. Present the statistics of top five countries receiving maximum tourist in last 10 years.

SECTION-C

7. Design a Southeast Asia tour package keeping in mind the cultural needs of a tourist group.
8. An Allocentric tourist group from India wants to experience extreme adventure tourism in USA, write an essay narrating the activities and the destinations.
9. Make a comparison of Indian tourism industry with the tourism industry of far east countries.

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BTTM (Sem.-7)
SERVICE MARKETING
Subject Code : BTTM-705-18
M.Code : 90302
Date of Examination : 20-12-2022

Time : 3 Hrs.

Max. Marks : 60

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SECTION-A

1. Write briefly :

- Importance of services
- Direct marketing
- Service design
- Technology and Services
- Targeting of services
- Physical evidence
- Customer loyalty in services
- Reliability of services
- Cite examples of services offered
- Pricing of services.



SECTION-B

- Discuss classification of services.
- Discuss methods of pricing of services.
- How services need to be positioned?
- Discuss SERVQUAL model.
- Designing service delivery system for customers.

SECTION-C

- Discuss marketing-mix in services. Cite examples.
- Explain the GAP model of service quality. Discuss as how to overcome the gaps?
- Enumerate service marketing strategies for offering quality healthcare services to its customers.

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BTTM (Sem.-7)
SAFETY AND SECURITY MANAGEMENT

Subject Code : BTTM-706-18

M.Code : 90303

Date of Examination : 22-12-2022

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

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SECTION-A

I. Write briefly :

- a) What is safety and security management?
- b) What is organisational safety culture?
- c) What is OHSMS?
- d) What is safety management system?
- e) Why is tourist police?
- f) What are biological disasters?
- g) What is vulnerability analysis?
- h) What are different types of disasters?
- i) What is global warming?
- j) What is emergency response plan?



SECTION-B

2. Explain various types of workplace accidents.
3. How HOSMS performance is measured?
4. What is strategic development for vulnerability reduction?
5. Explain various security issues of single woman travellers in India.
6. Explain safety security process of risk management.

SECTION-C

7. Discuss the role of insurance in the travel industry with suitable examples.
8. Explain various types of natural disasters with suitable examples.
9. Discuss the concept of risk management and its standards with suitable examples.

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BTTM (Sem.-7)
TOURISM PRODUCT : EUROPE AND AMERICA

Subject Code : BTTM-707-18

M.Code : 90304

Date of Examination : 24-12-2022

Time : 3 Hrs.

Max. Marks : 60

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SECTION-A

1. Write briefly :

- a. Which were the top-three visited countries in North America in 2019? What are they famous for?
- b. What are the core strengths of the South American tourism?
- c. Write a note on the tourism products of Florida?
- d. What is Ottawa famous for? Elaborate.
- e. Write about the Bolivian tourism scenario.
- f. What is Belize famous for? Explain.
- g. Write a note on the Italian tourism.
- h. What are the cultural tourism products of Germany?
- i. Why is Greece famous amongst the tourists?
- j. Write a note on the natural tourism products of Ukraine.

SECTION-B

2. Statistically differentiate between the tourism scenarios of USA and Russia.
3. Perform a SWOT Analysis on the tourism development strategies of the UK.
4. Differentiate between the tourism products of Montreal and British Columbia.
5. Elaborate the tourism scenario in Las Vegas with detailed examples.
6. How is Mayan Culture an important tourism product of the Central America? Explain.

SECTION-C

7. What are the top ten things to do in Chile?
8. Write a note on the natural and cultural tourism products of Ireland.
9. Elaborate on the major Scandinavian tourism products.



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BTTM (Sem.-7)
TOURISM PRODUCT : EUROPE AND AMERICA
Subject Code : BTTM-707-18
M. Code : 90304

Date of Examination : 24-12-2022

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SECTION-A

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- a. Which were the top-three visited countries in North America in 2019? What are they famous for?
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- c. Write a note on the tourism products of Florida?
- d. What is Ottawa famous for? Elaborate.
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- f. What is Belize famous for? Explain.
- g. Write a note on the Italian tourism.
- h. What are the cultural tourism products of Germany?
- i. Why is Greece famous amongst the tourists?
- j. Write a note on the natural tourism products of Ukraine.



SECTION-B

2. Statistically differentiate between the tourism scenarios of USA and Russia.
3. Perform a SWOT Analysis on the tourism development strategies of the UK.
4. Differentiate between the tourism products of Montreal and British Columbia.
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6. How is Mayan Culture an important tourism product of the Central America? Explain.

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SAFETY AND SECURITY MANAGEMENT
Subject Code : BTTM-706-18
M.Code : 90303

Date of Examination : 22-12-2022

Time : 3 Hrs.

Max. Marks : 60

SECTION-B

2. Explain various types of workplace accidents.
3. How HOSMS performance is measured?
4. What is strategic development for vulnerability reduction?
5. Explain various security issues of single woman travellers in India.
6. Explain safety security process of risk management.

SECTION-C

7. Discuss the role of insurance in the travel industry with suitable examples.
8. Explain various types of natural disasters with suitable examples.
9. Discuss the concept of risk management and its standards with suitable examples.

SECTION-A

1. Write briefly :

- a) What is safety and security management?
- b) What is organisational safety culture?
- c) What is OHSMS?
- d) What is safety management system?
- e) Why is tourist police?
- f) What are biological disasters?
- g) What is vulnerability analysis?
- h) What are different types of disasters?
- i) What is global warming?
- j) What is emergency response plan?



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BTTM (Sem.-7)
**TOURISM PRODUCT : ASIA, PACIFIC AND MIDDLE EAST
AND PACIFIC REA**

Subject Code : BTTM-708-18

M.Code : 90305

Date of Examination : 16-08-22

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

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SECTION-A

1. Write briefly :

- a. Which were the top-three visited countries in Pacific region?
- b. What are the core strengths of the middle east tourism?
- c. Write a note on the tourism products of Bhutan.
- d. What is Malaysia famous for?
- e. Write about the Hong Kong tourism scenario.
- f. What is Nepal famous for?
- g. What is the peak and lean season for middle east?
- h. What are the cultural tourism products of Saudi Arabia?
- i. Why is USA famous amongst the tourists?
- j. Enlist the member states of SAARC.

SECTION-B

2. Write a note on the religious tourism of middle east.
3. Perform a SWOT Analysis on the tourism development strategies of the New-Zealand.
4. Write a note on the natural tourism products of Australia.
5. Elaborate the tourism scenario in Nepal with detailed examples.
6. Make a comparison of tourism in Malaysia and Japan.

SECTION-C

7. What are the top ten things to do in far east?
8. How has the beach tourism contributed for tourism in pacific area?
9. Elaborate on the major tourism products of SAARC countries.

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BTTM (Sem.-7)
TOURISM PRODUCT : EUROPE AND AMERICA

Subject Code : BTTM-707-18

M.Code : 90304

Date of Examination : 12-08-22

Time : 3 Hrs.

Max. Marks : 60

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SECTION-A

1. Write briefly :
 - a. Which were the top-three visited countries in Europe in 2019? What are they famous for?
 - b. What are the core strengths of the European tourism?
 - c. Write a note on the tourism products of Los Angeles.
 - d. What is British Columbia famous for? Elaborate.
 - e. Write about the Brazilian tourism scenario.
 - f. What is Costa Rica famous for? Explain.
 - g. Write a note on the French tourism.
 - h. What are the cultural tourism products of Spain?
 - i. Why is Switzerland famous amongst the tourists?
 - j. Write a note on the natural tourism products of Russia.

SECTION-B

2. Statistically differentiate between the tourism scenarios of Canada and England.
3. Perform a SWOT Analysis on the tourism development strategies of the USA.
4. Differentiate between the tourism products of the East Coast and the West Coast USA.
5. Elaborate the tourism scenario in Montreal with detailed examples.
6. How is Amazon an important tourism product of the South America? Explain.

SECTION-C

7. What are the top ten things to do in Panama?
8. How has the Schengen mobility impacted the tourism in Europe?
9. Elaborate on the major Mediterranean tourism products.

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Total No. of Pages : 02

Total No. of Questions : 09

BTTM (Sem.-7)

SAFETY AND SECURITY MANAGEMENT

Subject Code : BTTM-706-18

M.Code : 90303

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. Write briefly :

- a) What is safety management?
- b) What is occupational accident?
- c) What is OHSMS?
- d) What is safety management system?
- e) Why is tourist police?
- f) What is travel insurance?
- g) What is vulnerability analysis?
- h) What are different types of disasters?
- i) What is global warming?
- j) What is emergency response plan?

SECTION-B

2. Explain safety management fundamentals.
3. How OHSMS performance is measured?
4. What is strategic development for vulnerability reduction?
5. What are UNWTO guidelines on safety and security?
6. Explain safety security process of risk management.

SECTION-C

7. Discuss international issues on tourist security with suitable examples.
8. Explain various types of human induced disasters with suitable examples.
9. Discuss the concept of risk management and its standards with suitable examples.

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Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

BTTM (Sem.-7)
SERVICE MARKETING
Subject Code : BTTM-705-18
M.Code : 90302
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) Scope of services
- (b) Customer trust in services
- (c) Expected services
- (d) Service channel
- (e) List 4 GAPS in services
- (f) Intangibility
- (g) Methods of pricing of services
- (h) Importance of assurance in services
- (i) External Marketing
- (j) Servicescape.

SECTION-B

2. What are the issues and challenges in service marketing?
3. Discuss Service life cycle.
4. Factors affecting the growth of services.
5. Distinguish between service and product.
6. What is the service blue printing?

SECTION-C

7. How segmenting, targeting and positioning be done in case of marketing of services? Cite examples.
8. Discuss how service delivery and promotion be executed through integrated service marketing communication?
9. Enumerate service strategies as how to offer quality educational services to its customers?

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Roll No. _____

Total No. of Pages : 02

Total No. of Questions : 09

BTTM (Sem.-7)
TOURISM PROMOTION
Subject Code : BTTM702-18
M.Code : 90299

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. Write briefly :

- a. Define tourist attractions.
- b. What is personal selling?
- c. Enlist various types of tourism.
- d. What is rejuvenation stage in destination life cycle?
- e. Enlist various types of media available for tourism promotion.
- f. Why PR are important?
- g. What is billboard advertising?
- h. What is intangibility of tourism products?
- i. Pen down the components of promotion mix.
- j. Write three qualities of sales force.

SECTION-B

2. Describe in brief about the various types of natural tourist attractions.
3. Write the characteristics of heritage tourist attractions.
4. Comment on the role of social media in tourism promotion.
5. Write a brief note on sales techniques used in tourism industry.
6. Pen down the examples of advertising appeals in tourism industry.

SECTION-C

7. Describe in detail about the design of tourist attractions.
8. Highlight the role of amenities in tourism industry.
9. Discuss about the training needs of an effective sales force.

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Total No. of Pages : 02

Total No. of Questions : 09

BTTM (Sem.-7)
OUTBOUND TOUR OPERATIONS

Subject Code : BTTM-704-18

M.Code : 90301

Date of Examination : 05-08-22

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 outbound tourism.
- b. What is tourism demand?
- c. Enlist major tourist generating area to India.
- d. Pen down top five international tourist destinations.
- e. Enlist the famous products of SOTC.
- f. Write five famous destinations of Middle East.
- g. Which are the popular tourism products of Asia?
- h. What are the requirements for a company to operate outbound tour packages?
- i. Enlist five famous tourist destinations of America.
- j. What is the difference between outbound tourism and international tourism?

SECTION-B

2. Describe the concept of outbound tourism. Why this type of tourism is important?
3. *'Today's form of tourists is cash rich and time poor'*. Justify the statement.
4. Present a brief case study of Thomas Cook.
5. Write about PATA travel mart.
6. Present a brief itinerary of Europe.

SECTION-C

7. Write a detailed note on the changing profile of the Indian outbound tourists, considering the entire major factor.
8. Explain the various factors affecting the outbound and regional tourist movements in the world.
9. Discuss the scenario of intra continental tourism in South Asia, considering the current political scenario between major countries India, Pakistan and China.

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