

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 : 26-11-2024

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 directing?
 - b) Define Motivation.
 - c) Pen down the qualities of a leader
 - d) What are objectives?
 - e) What is centralization?
 - f) What is policy?
 - g) What is Forecasting?
 - h) What is staffing?
 - i) What is life and staff relationship?
 - j) What is controlling?

SECTION-B

2. Discuss the various patterns of organization.
3. Discuss the various techniques of controlling.
4. Discuss the meaning and importance of directing.
5. Pen down the process of planning.
6. Pen down the decision making process.

SECTION-C

7. Define Forecasting. Discuss the various techniques of Forecasting.
8. Pen down the evolution of Management thought by highlighting the contribution of Elton Mayo and F.W. Taylor.
9. What is manpower planning? Discuss the procedure and methods of selection and training in an organization.

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BTTM (Sem.-3)
TOURISM IMPACT
Subject Code : BTTM-305-18
M.Code : 76798
Date of Examination : 29-11-2024

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) Describe Briefly :

- a) Environmental Quality
- b) Responsible Tourism
- c) Tourism carrying capacity
- d) Sustainable Tourism
- e) Environmental Auditing
- f) Social Accounting
- g) Politics of Environment
- h) Cost Benefit Analysis
- i) Tourism inherent issues
- j) Global Tourism.

SECTION-B

- 2) Explain the Ecological impact of tourism.
- 3) Discuss the salient features of the Global code of Ethics for tourism adopted by UNWTO.
- 4) Discuss the impact of tourism development on Indian Islands and Beaches.
- 5) What is multiplier effect? What are the impacts of tourism multipliers?
- 6) Illustrate the role of tourism in revival of local craft.

SECTION-C

- 7) Explain with the help of suitable examples about the impact of tourism on socio- cultural environment.
- 8) What are the major economic benefits of tourism? Describe the various methods for analyzing the economic impact of tourism.
- 9) As a tourist impact analyst, conjure up important International Relations (IR) concerns and their corresponding tourism related effects.

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BTTM (Sem.-3)

SPECIAL INTEREST TOURISM
Subject Code : BTMM

Subject Code : BTTM307-18

M.Code : 76800

Date of Examination: 02-12-2024

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :
1. SECTION-A is compulsory.

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) Entrepreneurship.
 - b) Slum.
 - c) SIT.
 - d) Urban Tourism.
 - e) Tourism Demand.
 - f) Amenities.
 - g) Stake holders
 - h) Tourism in India.
 - i) Tourism Analysis.
 - j) Effects of Tourism.

SECTION-B

2. Write about Aboriginal cultures and Indigenous tourism.
3. What are the Typologies of Tourism?
4. Define the conceptual base of SIT and its demand.
5. Write about Gastronomic tourism.
6. What are the resources for Special Interest Tourism Development?

SECTION-C

7. Explain in detail about Celebration of special events and its benefit in economic growth of nation.
8. Explain Entrepreneurship and small business in SIT with respects to India.
9. Write in detail about theme and introductory ideas of Educational, Community based Film and Urban Tourism.

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BTTM (Sem.-3)

TRAVEL AGENCY AND TOUR OPERATIONS

Subject Code : BTTM301/18

M.Code : 76794

Date of Examination : 05-12-2024

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) Answer in 50 words :
- Write any four functions of IATA.
 - Classify different types of travel agencies.
 - Differentiate between Tour operator and Travel Agent.
 - State the role of Government in travel agency business.
 - What is Inbound Tour?
 - What is travel agency commission?
 - Name any four companies in India, which are famous for travel business.
 - 'TAAI protects the right of travel agents'*. Explain.
 - 'DMC is a new concept in travel business'*. Explain.
 - Name any four famous travel service companies in India.

SECTION-B

- 2) Explain the functioning of Thomas Cook Ltd.
- 3) What are the sources of earning in a travel agency business?
- 4) In the modern world what are the upcoming trends in travel agency business.
- 5) Explain about the important tour operation documentation.
- 6) What is the importance of linkages in travel agency business?

SECTION-C

- 7) Explain the History and Growth of travel agency business in India.
- 8) *"IATO played an important role in the development of travel agency business in India".* Explain.
- 9) Explain the rules to set up travel agency in India.

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BTTM (Sem.-3)
ESSENTIAL OF TOUR GUIDING
Subject Code : BTTM303-18
M.Code : 76796
Date of Examination: 09-12-2024

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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SECTION-A

1. Explain briefly the following terms :

- Tour guide
- Grooming checklist
- Speaking Faults
- Body language
- Tour commentary
- Microphone technique
- First aid
- Handling complaints
- Nature interpretation
- Code of conduct for tour guides.

SECTION-B

2. Explain occupational skill standards for tour guides.
3. Explain roles and responsibilities of tour guides.
4. Explain roadblocks in communication for tour guides.
5. Explain the essential features of tour commentary of tour guides.
6. Explain the necessary guidelines for tour guides while handling complaints.

SECTION-C

7. Discuss the historical dimensions and present status of tour guiding.
8. Discuss the role of tour guides dealing with arrivals and departures.
9. Explain the principles and types of visitor interpretation.

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SECTION-B

TOURISM PRODUCT OF INDIA : CULTURAL HERITAGE

M.Code : 76799

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

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SECTION-A

1. Answer Briefly :
- a) Natural Heritage
 - b) Ethnic Tourism
 - c) Indian Ethos
 - d) Landscape resources
 - e) Elements of Tourism products
 - f) Religious perspective of Indian culture
 - g) Name two World heritage sites in India (Natural)
 - h) Intangible culture
 - i) Periyar National Park
 - j) Biodiversity.

- 2) Find out the similarities and difference between Tourism resources and Tourism products.
- 3) Evaluate the role of UNESCO in protection of heritage sites.
- 4) Illustrate the classification of Hindu temples.
- 5) Differentiate between Classical and Folk dances.
- 6) '*India: A cultural melting pot*'. Elucidate.

SECTION-C

- 7) "Tourism products are amalgamation of natural, manmade attractions as well as veneration of host communities for the guest". On the light of the above statement define tourism product and discuss it in Indian tourism perspective.
- 8) Describe in detail International fairs of India that attracts foreign and domestic tourists.
- 9) Analyze the possibilities and challenges while promoting culture as tourist attraction.

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Bachelor of Tourism and Travel Management (Sem.-3)

INTRODUCTION TO EVENT MANAGEMENT

Subject Code : BTTM304/18

M.Code : 76797

Date of Examination : 16-12-2024

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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SECTION-A

- 1) Write briefly:
 - a) Define Event management.
 - b) What is the scope of event?
 - c) Why event planning is important?
 - d) Define MICE.
 - e) What is the importance of venue in Event Management?
 - f) Mention the permissions required to conduct an event.
 - g) What is an event budget?
 - h) What is the importance of fairs?
 - i) What do you mean by seminars?
 - j) Define Reimbursements.

SECTION-B

- 2) What interpersonal skills are required for an event manager to effectively communicate?
- 3) Briefly explain the requirements of event manager.
- 4) What do you mean by event planning? List the benefits of event planning.
- 5) What kinds of people are involved in organizing an event?
- 6) Design a trade fair of your choice. How would you market the same?

SECTION-C

- 7) What are the different types of events? Elaborate with examples.
- 8) What are the roles and responsibilities of event manager in different events?
- 9) Explain the activities in Event Management.

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