

Total No. of Questions : 09

Total No. of Pages : 02

BTTM (Sem.-5)

TOURISM BUSINESS ENVIRONMENT

Subject Code : BTTM-503-18

M.Code : 78210

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) Economic Reforms
 - b) Incentives
 - c) Trade Reforms
 - d) Internal Environment
 - e) MSME
 - f) Enterprise
 - g) Economic Reforms
 - h) Micro Enterprise
 - i) Liberalization
 - j) External Environment

SECTION-B

2. With examples explain what is privatisation and how has it impacted the tourism industry?
3. What do you understand by environmental scanning? What is its importance to tourism industry?
4. What is Small scale industry, how has it helped tourism sector?
5. What is the significance of FDI for Indian tourism business environment?
6. Explain with examples, privatisation and its impact on tourism Industry.

SECTION-C

7. In brief explain about the Nature, components and determinants of tourism business environment.
8. Describe about the various problems that are faced by small scale industries in India. What are the various Incentives that are given to Small Scale Industries by the Government?
9. What do you understand by the term competition act? What are its salient features? What is the impact of this act on Indian Tourism Business?

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BTTM (Sem.-5)

Subject Code : BTTM504-18

M.Code : 78211

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. Write briefly :
 - a) What is HRM?
 - b) What is HR planning?
 - c) What is Job design?
 - d) What are fringe benefits?
 - e) What is HRP?
 - f) What are incentives?
 - g) What are objectives of Job design?
 - h) What are the benefits of job analysis?
 - i) Job rotation
 - j) What is succession planning?

SECTION-B

2. Discuss the various sources of Recruitment.
3. Discuss the problems in HR planning.
4. Discuss the various methods of incentive plans.
5. Discuss the techniques of job design.
6. Discuss the process of job analysis.

SECTION-C

7. Discuss the procedure, various types of tests and process of selection.
8. What is compensation management? Discuss the various methods of wage payments.
9. Discuss the nature, functions, importance and limitations of HRM.

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BTTM (Sem.-5)
INTRODUCTION TO TOURISM RESEARCH

Subject Code : BTM-501-18

M.Code : 78208

Date of examination : 02-12-2024

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. **Write briefly :**
 - a) What are the objectives of research?
 - b) What are major areas of research in tourism?
 - c) What is the need of tourism market research?
 - d) What is research design?
 - e) What is survey method of data collection?
 - f) What is normal scale?
 - g) What is cluster sampling?
 - h) What is sampling design?
 - i) What is the use of IT in research?
 - j) What do you understand by substance of reports?

SECTION-B

2. Why do we need to follow ethics in research?
3. Why do we need to be very careful while formulating a research problem?
4. What factors must be considered while formulating a questionnaire?
5. '*Case study method of research gives better results*'. Do you agree? Discuss.
6. What are important elements of format of reports?

SECTION-C

7. Discuss various steps of research process. Illustrate with the help of an example.
8. What is Hypothesis testing? Why is it done? What is the process of Hypothesis Testing?
9. Explain major techniques for interpretation of data.

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BTTM (Sem.-5)
TOURISM MARKETING
Subject Code : BTTM-502-18
M.Code : 78209
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. Write briefly :
 - a) Define Marketing.
 - b) What is market positioning?
 - c) What is market segmentation?
 - d) What is Product lifecycle?
 - e) What is demand forecasting?
 - f) What is market research?
 - g) What is branding?
 - h) What is self motivation?
 - i) What is innovation?
 - j) What is Marketing Mix?

SECTION-B

2. Discuss the various strategies of price.
3. Pen down various types of marketing environment.
4. Discuss the different levels and bases of market segmentation.
5. Discuss buyer decision process.
6. What are the various marketing skills for tourism?

SECTION-C

7. Discuss the various P's of service marketing with suitable examples.
8. Discuss the various trends in tourism marketing with suitable examples.
9. Discuss the various features of tourism marketing and tourism marketing mix.

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BTTM (Sem.-5)
RETAIL MANAGEMENT
Subject Code : BTTM506-18
M.Code : 78213

Date of Examination : 12-12-2024

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. Write briefly :
- a) What is a Discount Stores?
 - b) Enumerate about Marketing Plan.
 - c) Explain about MRP.
 - d) Define Retail Store Image.
 - e) What are the Characteristics of Chain Store?
 - f) What is Customer Profiling?
 - g) What is Retail Strategy?
 - h) What is Premises Management?
 - i) What is Organised Retailing?
 - j) What is Inventory Management?

SECTION-B

2. What do you understand by the term retailing? Write a short note on retail industry in India.
3. What is Segmentation? What are the benefits of segmentation? What are the different kinds of market, explain?
4. What is Inventory Management and why is it important in retail sector? Explain
5. *"Various factors are to be considered before designing a store"*. Elucidate.
6. Explain the role and importance of customer service in retail industry.

SECTION-C

7. What recent trend have taken place in retail industry which have influence the growth of this sector? Explain with the help of examples.
8. What do you understand by customer decision making, what are the various stages of customer decision making process?
9. What are the factors that needs to be considered for selecting a retail location?

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