Roll No.	
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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: 02-12-2024

Time: 3 Hrs.

Max. Marks: 60

INSTRUCTIONS TO CANDIDATES:

- 1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks
- 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

Write briefly:

- a) OHSMS performance
- b) Concept of occupational accident.
- c) Global warming
- d) Security issues at airports
- e) Define Safety
- f) International issue of tourist security
- g) What is a fire blanket?
- h) Emergency response plan
- i) Epidemics

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j) Strategic development for vulnerability reduction.

SECTION-B

- Write down the role of insurance in the travel industry.
- What are Occupational health and safety management systems?
- What do you understand by nuclear, chemical and industrial disasters?
- Write down the classification of disasters.
- What is Vulnerability? Write its concept and analysis.

SECTION-C

- Write a note on earthquakes, floods cyclone and cloud burst.
- What are the different types of workplace accidents?
- Write down the role of Ministry of Government of India for tourist security and safety.

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Roll No.	Total No. of Pages : 02
Total No.	of Questions: 09
	BTTM (Sem7)
	SERVICE MARKETING
	Subject Code: BTTM705-18
	M.Code: 90302
	Date of Examination: 10-12-2024 Max. Marks: 60
Time: 3	Hrs.
1. SECT	TIONS TO CANDIDATES:
each	FION-B contains FIVE questions carrying FIVE marks each and students
2. SECT	to attempt any FOUR questions.
a cec	TION-C contains THREE questions carrying ren manual
have	to attempt any TWO questions.
	SECTION-A
1. Wr	ite briefly:
2)	What is service marketing triangle?
a)	Wilde is service manners.
(d	What is physical evidence?
c)	What is targeting?
	1 11 i-ti2
d)	What is meant by service blue printing?
e)	What is service quality?
f)	What is service channel?
	C. inc
g)	Pen down the scope of services.

SECTION-B

- Discuss the ways to access the service marketing potential.
- Discuss the characteristics of services.
- 4. What is integrated service marketing communication?
- Discuss the service life cycle.
- Discuss the methods of pricing of services.

SECTION-C

- Discuss the expanded marketing mix and the classification of service market segmentation.
- Discuss the elements of service quality and SERVQUAL Model. Pen down the GAP model of service quality.
- Define the service marketing strategies for health, tourism, logistics and finance.

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h) What is market segmentation?

i) What is meant by service delivery system?j) What is the role of people in service marketing?

Roll No.	Total No. of Pages: 02
Total No. of Questions : 09	
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TOURISM PRODUCT: ASIA, MIDDLE EAST AND PACIFIC AREA

Subject Code: BTTM708-18

M.Code: 90305

Date of Examination: 17-12-2024

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:

- a. Enlist four major tourist centres of China.
- b. Enlist four major tourist place of Thailand.
- c. Enlist four major tourist places of Malaysia.
- d. Enlist four major tourist places of Jordan.
- e. Enlist four major tourist places of Egypt.
- f. Enlist four major tourist places of Hawaii.
- g. Enlist four major tourist places of Australia.
- Highlight tourism statistics of Bhutan.
- i. Write a note on tourism product of Sri Lanka.
- j. Enlist SAARC Countries.

SECTION-B

- Present a SWOT analysis of websites of SAARC countries.
- 3. a. Show the following countries on the World Map: Pattaya, Hongkong, Ipoh, Tokyo.
 - b. Write a note on tourism product of Malaysia
- 4. a. Show the following countries on the World Map: Riyadh, Abu Dhabi, Giza, Amman.
 - b. Write a note on tourism product of Saudi Arabia
- a. Show the following countries on the World Map: Melbourne, Sydney, Wellington, Dunedin.
 - b. Write a note on tourism product of New Zealand
- 6. Present a detailed analysis of China tourism.

SECTION-C

- 7. Present a statistical analysis of Indian tourism in comparison with SAARC countries.
- 8. Highlight the tourism product of Australia.
- 9. Write a note on tourism product of Far East countries.

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Total No. of Pages: 02

Total No. of Questions: 09

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

Subject Code: BTTM704/18

M.Code: 90301

Date of Examination: 19-12-2024

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:
 - a. VISA
 - b. Travel Insurance
 - c. ICCA
 - d. Forecasting
 - e. SOTC
 - f. Name 5 leading travel companies.
 - g. Sale Strategies
 - h. PATA Travel Mart
 - i. Name 5 biggest spenders on international tourism.
 - j. Outbound Tour Operations

SECTION-B

- 2. Explain outbound statistics of India.
- Prepare a detailed itinerary covering major tourist spots of America for one couple 6 nights /7 days.
- 4. Write a note on tourist destination cities of India.
- Explain ITB, WTM, PATA, Travel Mart.
- Explain Participation Advantages of tourism.

SECTION-C

- 7. Explain in detail about Itineraries of popular outbound destinations of Indian Market.
- 8. Explain comparative analysis and sales and execution strategies of America and Europe.
- 9. Define International Tourism and write a detailed note on travel industry fairs.

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Total No. of Pages: 02

Total No. of Questions: 09

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

Subject Code: BTTM702-18

M.Code: 90299

Date of Examination: 22-12-2024

Max. Marks: 60

Time: 3 Hrs.

INSTRUCTIONS TO CANDIDATES:

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

SECTION-A

Write briefly:

- a. Define destination promotion.
- b. What do you understand by the term product mix?
- c. Explain sustainable tourism.
- d. Access the emerging term scientific tourism.
- e. Give the definition of nature tourism.
- f. Describe the various phases of travel experience.
- g. Explain product life cycle.
- h. How the distribution channels play a vast role for Tour Operators?
- i. Comprehend on Price management approach.
- Discuss the role of communication and advertising in promoting tourism.

SECTION-B

- What are the various criteria for tourist attractiveness?
- Give the objectives of advertising.
- What is the meaning of personal selling? Explain giving suitable examples.
- Define and explain the concept of Public Relations.
- Enumerate on the various sales promotional techniques.

SECTION-C

- 7. Memorize Tourism Attractions and compute its characteristics, typology. Discuss destination life Cycle.
- Analyze the advertising decisions. Examine the advertising process.
- Synthesize on the sales promotion concept. Enlist how Tourist information centers play a vast role in the promotion of tourist designations.

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Total No. of Questions: 09

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BTTM (Sem.-7)

ACCOUNTING FOR MANAGERS

Subject Code: BTTM701-18

M.Code: 90298

Date of Examination: 24-12-2024

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:

- a) What is meant by financial management?
- b) What is budgetary control?
- c) What is a cash book?
- d) What is working capital?
- e) What is depreciation?
- f) What is trial balance?
- g) What is outstanding income?
- h) What are the objectives of financial management?
- i) What are subsidiary books?
- j) What is budgetary control?

SECTION-B

- Discuss the importance of Bank reconciliation statement.
- 3. Differentiate between Trading and Profit & loss account,
- 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
- Discuss the various sources of finance.

SECTION-C

- Pen down the Generally Accepted Accounting Principles (GAAP) with suitable examples.
- 8. Discuss the generally accepted accounting principles with suitable examples.
- What is budgetary control? Discuss the various techniques of budgetary control.

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