Roll No. | | | | | | | | | | |

Total No. of Pages : 02

Total No. of Questions : 09

BTTM (Sem.–1)

TOURISM : CONCEPT, STATUS AND TRENDS

Subject Code : BTTM-101-18

M.Code : 75417

Date of Examination : 10-01-2026

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 the term "tourism."

   b. Differentiate between a traveller and a tourist.

   c. Mention two contributions of advances in transportation to global tourism.

   d. Write two examples of typologies of tourists.

   e. What do you understand by tourism product?

   f. Mention two factors inhibiting growth of tourism.

   g. Give two highlights of UNWTO in recent years.

   h. Write two differences between domestic and international tourism.

   i. Mention any two emerging forms of alternate tourism.

   j. State the importance of celebrating World Tourism Day.

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SECTION - B

2. Explain the significance of historical development in global tourism.

3. Discuss the main features of tourism product.

4. What are the recent tourism statistics of India?

5. Differentiate between consumer products and tourism products.

6. **Write short notes on:**

   a. Eco-tourism

   b. Heritage tourism

SECTION - C

7. Discuss the factors affecting demand and supply in tourism with examples.

8. Explain in detail the role of UNWTO in the development of world tourism.

9. Critically examine the importance of emerging tourism trends such as green tourism, cultural tourism and volunteer tourism in India.

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Total No. of Pages : 02

Total No. of Questions : 09

BTTM (Sem.–1)

GEOGRAPHY FOR TOURISM

Subject Code : BTTM-102-18

M.Code : 75418

Date of Examination : 12-01-2026

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 briefly :**

   a) Longitude

   b) UTC

   c) International Date Line

   d) Thar Desert

   e) Ooty (As a Hill Station)

   f) Aravalli Range

   g) Rohtang Pass

   h) Wular Lake

   i) Peninsular Rivers

   j) Nanda Devi

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SECTION - B

2. Explain the importance of transportation and communication in facilitating tourism.

3. What is a hill station and why are they popular tourist destinations in India?

4. List the various Islands in India.

5. Compare and contrast the Eastern and Western Ghats mountain ranges in India.

6. Name at least two Ramsar sites in India and describe their unique features.

SECTION - C

7. How does the geography of a destination influence its tourism sector? Elucidate with an example.

8. Prepare a list of major passes in India and note down their importance.

9. What are the Major River Systems of India and explain the main features of each river system?

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Total No. of Pages : 02

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BTTM (Sem.–1)

INDIAN SOCIETY AND CULTURE

Subject Code : BTTM-103-18

M.Code : 75419

Date of Examination : 15-01-2026

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) Maghi Mela

   b) Dham

   c) Appam

   d) Kuchipudi

   e) Polki

   f) Vaishyas

   g) Yoga

   h) Onam

   i) Tirthankar

   j) Mahabodhi Temple

SECTION - B

2. Discuss culture and its components.

3. Briefly explain Hinduism in India.

4. Illustrate the importance of Masjid Zeenath Baksh in Islam.

5. Explain Good Friday in Christianity.

6. Write a short note on Punjabi Cuisine.

SECTION - C

7. Write short note on Karma and Dharma Philosophy of Indian Society.

8. Discuss the background, importance and related popular places of Gurpurab.

9. List and briefly explain the four different types of Classical Indian dances.

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Total No. of Pages : 02

Total No. of Questions : 09

BTTM (Sem.–1)

INTRODUCTION TO HOSPITALITY INDUSTRY

Subject Code : BTTM-105-18

M.Code :75421

Date of Examination: 19-01-2026

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 the following:**

   a) Business Hotel

   b) Resort

   c) Quick Service Restaurant

   d) Specialty Restaurant

   e) In flight Catering

   f) Bed and Breakfast

   g) Institutional Food Service

   h) Food Delivery Aggregator

   i) Fast Food Outlet

   j) Pub

SECTION-B

2. Briefly discuss the concept of Food, Drinks and Accommodation in Hospitality.

3. Discuss in brief the Evolution of Lodging industry.

4. Discuss briefly the growth of Catering industry in India.

5. Explain the Physical Attributes of Food & Beverage service staff.

6. What are the challenges being faced by food service industry these days?

SECTION-C

7. How do the various components of Hospitality industry help meeting the needs and preferences of the Guests?

8. Discuss various types of Restaurants.

9. Explain the factors responsible for the growth and change in Hospitality industry in India.

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Total No. of Pages : 02

Total No. of Questions : 09

BTTM(Sem.–3)

TOURISM PRODUCT OF INDIA : CULTURAL HERITAGE

Subject Code : BTTM-306-18

M.Code : 76799

Date of Examination: 02-12-2025

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. **Answerbriefly:**

a) What are Vedas?

b) Why culture is important?

c) Enlist the components of Indian culture.

d) Difference between ethics and culture.

e) Define tangible products.

f) Difference between traditions and laws.

g) What is called as fairs?

h) State the touristic importance of Himalayas.

i) What is spiritual tourism?

j) Write down the folk dance of Tamil Nadu.

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SECTION - B

2. Discuss the role of religious buildings in Tourism.

3. Whatrole do traditions and rituals play in Indian culture?

4. Howdoes traditional Indian music and dance contribute to the country's intangible cultural heritage and tourism?

5. *"Unityin diversity is the main element of Indian culture"*. Justify.

6. How does India's coastline and marine biodiversity contribute to its natural heritage and tourism?

SECTION - C

7. *"Indian culture is a confluence of various cultures"*. Explain.

8. How do World Heritage Sites in India contribute to the promotion of sustainable tourism and cultural exchange?

9. Write brief notes about three national park of international importance in India.

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Roll No. [ ] Total No. of Pages : 02

Total No. of Questions : 09

BTTM (Sem.–3)

SPECIAL INTEREST TOURISM

Subject Code :BTTM307-18

M.Code :76800

Date of Examination: 08-12-2025

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. **Answerbriefly:**

a) Define Special Interest Tourism (SIT).

b) Give two examples of alternate tourism.

c) What is meant by SIT demand?

d) Mention two resources for SIT development.

e) Define gastronomic tourism.

f) Write two features of spiritual tourism.

g) State two objectives of film tourism.

h) Mention two key players in SIT development in India.

i) Write two benefits of community-based tourism (CBT).

j) List two examples of popular SIT itineraries in India.

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SECTION-B

2. Explain the concept and base of Special Interest Tourism.

3. Describe the importance of image creation/media for SIT products.

4. Discuss the role of small businesses in SIT development in India.

5. Explain the introductory theme of dark tourism.

6. Write a short note on health and wellness tourism in India.

SECTION-C

7. Discuss the typologies of tourism and their relation with Special Interest Tourism.

8. Critically examine the role of gastronomic and wine/food tourism in shaping India's SIT profile.

9. Write an essay on major SIT itineraries in India, with examples from educational, slum, and senior tourism.

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BTTM (Sem.–3)

TRAVEL AGENCY AND TOUR OPERATIONS

Subject Code :BTTM301-18

M.Code :76794

Date of Examination : 18-11-2025

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) *'DMC is a new concept in travel business'*. Explain.

   b) Destination management

   c) *'TAAI protects the right of travel agents'*. Explain.

   d) Service charges

   e) IATO

   f) TAAI

   g) Thomas Cook

   h) Travel itinerary

   i) Organizational chart

   j) Package rate

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SECTION-B

2. Explain about the important tour operation documentation.
3. Explain upcoming trends in travel agency business.
4. Explain the different types of Travel agencies
5. Describe the role of IATO.
6. Write a short note on Cox and Kings.

SECTION-C

7. Give an overview about Indian travel agents and tour operators.
8. Describe the various departments in a travel agency business.
9. Discuss the organizational chart of a standard travel agency.

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Total No. of Questions : 09

Total No. of Pages : 02

BTTM(Sem.–3)

PRINCIPLES OF MANAGEMENT

Subject Code :BTTM-302-18

M.Code :76795

Date of Examination :20-11-2025

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 management.

   b) Unity of command

   c) Hawthrone experiments

   d) Scalar chain

   e) MBO

   f) Negative motivation

   g) Types of communication.

   h) Co-ordination

   i) Free Rein style of leadership

   j) Types of plans.

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SECTION-B

2. Trace the evolution of management thought.

3. Discuss the process & types of control.

4. Discuss the planning process in detail.

5. What is the relationship between authority &responsibility? Discuss.

6. Discuss the qualities of an effective leader.

SECTION-C

7. What is the difference between centralisation&decentralisation of authority? Discuss with a suitable example.

8. What are the features of management? Discuss the role of a manager.

9. Explain the importance& process of manpower planning.

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Total No. of Pages : 02

Total No. of Questions : 09

BTTM(Sem.–3)

ESSENTIAL OF TOUR GUIDING

Subject Code :BTTM303-18

M.Code :76796

Date of Examination:24-11-2025

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. **Answerbriefly:**

   a) Tourist

   b) Tour Guide

   c) Hygiene standards

   d) Non-Verbal Communication

   e) Body Posture

   f) Speaking Faults

   g) Microphone Techniques

   h) Tourist Complaints

   i) Tourist arrival

   j) Eye for detail

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SECTION-B

2. Discuss the role and responsibilities of a Tour Guide.
3. Discuss the techniques of managing Emergency situations.
4. Explain the importance of Sense of Humor for a Tour Guide.
5. Present a tour commentary on any Tourist destination of your choice.
6. Briefly tell the development of Tour Guide as a Profession.

SECTION-C

7. Discuss the different types of Guiding Gadgets used by Tour Guides.
8. *"Is Knowledge of different Languages helps a Tour guide to be more effective"*? Discuss.
9. What are the expectations of a tourist from a travel Guide?

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Total No. of Pages : 02

Total No. of Questions : 09

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

INTRODUCTION TO EVENT MANAGEMENT

Subject Code :BTTM 304-18

M.Code :76797

Date of Examination:27-11-2025

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. State any four qualities of marketing director.

   b. What is Relationship Building? Mention any two ways of Relationship Building.

   c. Write any three disadvantages of Personal Relationship.

   d. What is Event Proposal? Mention any two types of event proposal.

   e. What is Budget?

   f. What is Invitation? Mention four components in Invitation.

   g. Mention the permissions required to conduct an Event.

   h. What is conference? Mention any two types of conferences.

   i. What is Event Management? Mention two needs of Event Management.

   j. What is organizing and staffing with respect to Event Management?

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SECTION - B

2. Explain different types of Event Management.

3. Explain the various legislation and tax laws applicable for an event.

4. Briefly explain the functions performed by event organizers.

5. Explain the basic steps of event blue print.

6. What are the purposes of conducting educational and scientific events?

SECTION - C

7. Explain the various utilities to be provided at the event venue.

8. Define public relations and enumerate the tools of public relations.

9. What is event budget? What are the key factors to be considered while preparing the budget?

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Total No. of Questions : 09

Total No. of Pages : 02

BTTM (Sem.–3)

TOURISM IMPACT

Subject Code : BTTM305-18

M.Code : 76798

Date of Examination : 29-11-2025

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) Social benefits of tourism.

b) Impact of tourism on job market.

c) Carrying capacity of tourism destination.

d) Tourism seasonality

e) Revenge tourism

f) Leakage in context of tourism.

g) Tourism impact

h) Cruise lines

i) Sustainable tourism

j) Social Accounting

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SECTION-B

2. Explain the impact of cultural festivals on tourism destination.

3. What is the impact of tourism on wild life conservation?

4. How can we manage overcrowding in a tourist destination?

5. Briefly explain the concept of over tourism.

6. Identify one potential solution to mitigate the negative environmental impact of tourism.

SECTION-C

7. What are the social and cultural costs and benefits associated with increased tourism activity in a destination?

8. In what ways does tourism facilitate cultural exchange and understanding between visitor and host communities?

9. What are the risks of cultural homogenization and loss of authenticity as a result of catering to mass tourism demands?

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BTTM(Sem.–4)

INTRODUCTION TO STATISTICS

Subject Code :BTTM-401-18

M.Code :77518

Date of Examination:04-12-2025

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 Statistics.

   b) Frequency polygon

   c) Harmonic mean

   d) Co-efficient of variation.

   e) Normal distribution

   f) Scatter diagram

   g) Kurtosis

   h) Inter-quartile range

   i) Classification of data.

   j) Fixed-base index numbers.

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SECTION-B

2. Explain the concept of statistics. What are its applications in business?

3. What is the difference between Skewness and Kurtosis?

4. What do you mean by regression analysis? Elaborate its properties.

5. **The marks obtained by students in mathematics (X) and statistics (Y) are given below:**

X	75	30	60	80	53	35	15	40	38	48
Y	85	45	54	91	58	63	35	43	45	44

   Is there any correlation between the two subjects?

6. **Solve the following problem of index numbers using Laspeyre's and Paasche'smethod :**

Items	Base year		Current Year	
	Quantity	Price	Quantity	Price
A	15	4	10	6
B	20	3	25	4
C	10	6	20	5
D	30	5	25	5

SECTION-C

7. Explain all the measures of central tendency. How these are different from measures of dispersion?

8. **The table below shows the time taken by the students to complete exam (X) and the number of students (F):**

X	11-20	21-25	26-30	31-35	36-45	46-60
F	62	88	16	13	11	10

   a) Estimate the mean and standard deviation of the data.

   b) Calculate co-efficient of variation and variance also.

9. Explain the concept of index numbers. What are its applications in real world? What are the methods of construction of index numbers?

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Total No. of Pages : 02

Total No. of Questions : 09

Bachelor of Tourism and Travel Management (Sem.–4)

TOUR PACKAGING DESIGN

Subject Code : BTTM-404-18

M.Code : 77521

Date of Examination : 11-12-2025

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) FIT

   b) Price skimming

   c) Exhibitions

   d) Village tour

   e) GIT and EP

   f) Solo traveler

   g) Negotiations

   h) Farmtour

   i) Star hotel

   j) Social media

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SECTION - B

2. How do tour operators utilize social media for marketing their packages?

3. What are the various types of costing of tour package?

4. Explain transportation as an important component of a tour package.

5. What is ethnic tour? Explain it with suitable examples.

6. What is mice tour? Explain it with suitable examples.

SECTION - C

7. Explain the difference between fixed costs and variable costs in the context operations, providing examples for each.

8. What is eco tour? Make an itinerary of 6D/5N of eco tour package.

9. Explain the various pricing strategies used by tour operators.

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Total No. of Pages : 02

Total No. of Questions : 09

BTTM (Sem.–4)

BASICS OF ENTREPRENEURSHIP

Subject Code : BTTM-405-18

M.Code : 77522

Date of Examination : 13-12-2025

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 tourism marketing?

   b) What is feasibility analysis?

   c) What is a business idea?

   d) Differentiate between creativity & innovation.

   e) What is a business strategy in understanding customers?

   f) What is financial planning?

   g) What is networking?

   h) What is role of people in setting of business?

   i) What is marketing mix?

   j) What is meant by distribution?

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SECTION-B

2. What are good business practices?

3. Discuss the 7 P's of marketing mix.

4. Discuss the various characteristics of an entrepreneur.

5. Discuss the various policy measures for tourism entrepreneurship in India.

6. Discuss the entrepreneurship opportunities in tourism with suitable examples.

SECTION-C

7. Define Entrepreneur. Discuss the characteristics of an entrepreneur and advantages of entrepreneurship.

8. Discuss the various forms of organization and its legal considerations.

9. Write a business plan highlighting the marketing, financial, operation and people feasibility.

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Total No. of Pages : 02

Total No. of Questions : 09

BTTM(Sem.–4)

TOURISM TRANSPORTATION

Subject Code :BTTM408-18

M.Code :77525

Date of Examination:16-12-2025

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 transport system.

b) Mention two types of tourist transport services.

c) Write two features of air transport in India.

d) Name two air freedoms recognized in international aviation.

e) Mention two current airline policies in India.

f) Write two tourist trains operated by IRCTC.

g) Name two international railway systems known for tourism.

h) Mention two operational cruise liners in Asia.

i) Write two advantages of water-based leisure transport.

j) State two major challenges in India's transport infrastructure for tourism.

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SECTION-B

2. Describe the factors affecting transport demand and supply in tourism.

3. Discuss the role of AAI and DGCA in India's aviation sector.

4. Explain the concept of marketing of passenger transportation.

5. Give a brief account of tourist transport operators and their services in India.

6. Write a short note on the operational management of cruise tourism in India.

SECTION - C

7. Critically analyze the contribution of air and rail transport to tourism growth in India.

8. Discuss the water transport system in India with special reference to Star Cruise Ocean Odyssey and Sunder-bans.

9. Evaluate the emerging trends and sustainable practices in the transportation sector for tourism.

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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 : 01-12-2025

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 do you understand by retailing?

b) What is organized and unorganized retailing?

c) What is segmentation?

d) What is market penetration?

e) What is inventory management?

f) What do you understand by logistics?

g) What is customer service?

h) What is e-tailing?

i) Write down the various formats of stores in retail management.

j) Differentiate between producer, manufacturer, distributor and retailer.

SECTION - B

2. Discuss the importance of retailing in India.

3. What is retail consumer behaviour?

4. What do you understand by retail strategy?

5. What is retail pricing?

6. What is retail value chain?

SECTION - C

7. How the retailing trends are changing and factors influencing retail consumers?

8. How the retail locations are selected?

9. What are modern retail formats? Explain challenges faced by retail sector.

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Total No. of Questions : 09

Total No. of Pages : 02

BTTM(Sem.–5)

INTRODUCTION TO TOURISM RESEARCH

Subject Code :BTTM501-18

M.Code : 78208

Date of examination : 19-11-2025

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 research and discuss its objectives and significance in the context of tourism.

b. Outline the different types of research and their applicability in tourism studies.

c. Describe the research process and its key stages, highlighting their importance in conducting research in the tourism industry.

d. Explain the ethical considerations involved in tourism research and their impact on research outcomes.

e. Identify major areas for research in travel and tourism and discuss their relevance in addressing industry challenges.

f. Analyze the current status of tourism research in India, including its challenges and opportunities.

g. Discuss the importance of tourism market research and its role in informing industry decision-making.

h. Define research design and explain its significance in shaping research outcomes in tourism studies.

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i. Discuss the various types of research designs commonly used in tourism research and their suitability for different research objectives.

j. Explain the process of formulating a research problem and its importance in guiding research endeavors in the tourism sector.

SECTION - B

2. Discuss the steps involved in hypothesis testing.

3. Discuss the considerations for designing a questionnaire in tourism research.

4. Compare and contrast different data collection techniques used in tourism research. Discuss their strengths and limitations.

5. Differentiate between case study and survey methods in research.

6. Define sampling and discuss its importance in tourism research.

SECTION - C

7. Discuss the major techniques used for interpreting data in tourism research.

8. Discuss the advantages and challenges of using IT tools in conducting and analyzing research in the tourism industry.

9. Explain the process of report writing and presentation in tourism research..

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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 : 21-11-2025

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 the marketing environment?

b) What is team building?

c) What is marketing segmentation?

d) Difference between marketing and selling.

e) What is market positioning?

f) What are events?

g) What is product life cycle?

h) What is creativity?

i) What is sales promotion?

j) What is consumer behavior?

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SECTION - B

2. Pen down the buyer decision process with suitable examples.
3. Discuss the three P's of service marketing with suitable examples.
4. Discuss the ways of developing marketing skills for tourism.
5. Pen down the trends in tourism marketing with respect to events and other tourism sub sectors.
6. Discuss the micro and macro environment of tourism with suitable example

SECTION - C

7. Discuss the evolution of marketing. Pen down the functions and features of tourism marketing.
8. What ismarketing mix? Discuss the pricing strategies and approaches and types of promotions in marketing mix.
9. Discuss the trends in tourism marketing by highlighting the marketing trends in destinations, airlines and hotels.

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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 : 26-11-2025

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) Expand MNC's and TNC's.

   b) State two positive impacts of new industrial policy.

   c) Fiscal policy

   d) Macro environment of business.

   e) Objectives of liberalization.

   f) FERA

   g) ADB

   h) SEBI

   i) IMF

   j) Mixed Economy

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SECTION - B

2. Discuss the Industrial policy of India.

3. What is Environmental analysis and its benefits?

4. What are the Incentives given to small scale tourism enterprises?

5. What are Components of economic environment?

6. What is the Latest Indian tourism policy?

SECTION - C

7. Comment on currentperspective of business environment in National & International market perspective.

8. What are the effects of Globalization and Privatization on tourism business environment in India? Explain with examples.

9. Explain the various amendments related to tourism business and competition act. Explain its impact on tourism business.

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Bachelor of Tourism and Travel Management(Sem.–5)

HUMAN RESOURCE MANAGEMENT

Subject Code :BTTM504-18

M.Code : 78211

Date of Examiantion :28-11-2025

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 nature of Human Resource Management.

b) What are the objectives of human resource planning?

c) Define Human Resource.

d) Difference between job description & job specification.

e) What do you mean by employee referral?

f) What is the importance of succession planning?

g) Benefits of HRP.

h) What are fringe benefits?

i) What do you understand by E- recruitment?

j) What is an Application blank?

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SECTION - B

2. Discuss the evolving role of Human Resource Management in tourism industry.

3. How can you make Human Resource Planning effective?

4. Explain the process of job analysis.

5. Write the external sources of Recruitment.

6. Discuss the steps involved in Selection process.

SECTION - C

7. Discuss the challenges faced by Human Resource Manager in tourism industry.

8. Discuss the factors affecting recruitment. What are the challenges of recruitment? Discuss.

9. Explain the factors affecting employee compensation.

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Total No. of Pages : 02

Total No. of Questions : 09

BTTM (Sem.–6)

AIRLINE SERVICE AND IN-FLIGHT FACILITIES

Subject Code :BTTM-602-18

M.Code : 79705

Date of Examination : 08-12-2025

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 the following :**

a) What is the difference between domestic and international airlines?

b) Define the role of air taxis in the airline industry.

c) What is the importance of business class service in airlines?

d) Mention two duties and two responsibilities of cabin crew.

e) What are the different categories of in-flight meals?

f) Why is a pre-flight briefing essential for airline staff?

g) What are the key factors considered in aircraft meal service?

h) Define the term "public announcements" in airline operations.

i) What is the role of airline catering in the passenger experience?

j) How does special handling of passengers differ from regular service?

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SECTION-B

2. Discuss the challenges faced by low-cost carriers.

3. Explain the key responsibilities of airline staff during passenger boarding.

4. What are the benefits and challenges of the cabin crew profession?

5. Describe the different meal service levels in airlines.

6. Explain the significance of aircraft galley maintenance.

SECTION-C

7. Discuss the classification of airline types and their significance.

8. Explain the importance of proper passenger handling before, during and after the flight.

9. What are the key aspects of food service and hygiene in airline catering?

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Total No. of Questions : 09

Total No. of Pages : 02

BTTM (Sem.–6)

TRAVEL TICKETING AND TRANSPORTATION

Subject Code : BTTM603-18

M.Code : 79706

Date of Examination : 10-12-2025

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 tourism transportation and explain its role in tourism infrastructure.

b) Name two types each of air and surface transport.

c) What are the differences between scheduled and non-scheduled airline services?

d) Mention any four popular tourist trains in India.

e) Write a short note on Kerala backwaters.

f) Explain the purpose of a visa in international travel.

g) What are the eligibility criteria for issuing a credit card?

h) Define Extra Mileage Allowance (EMA).

i) What is meant by the HIP in fare construction?

j) Mention any two responsibilities of BSP in air fare procedures.

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SECTION-B

2. Describe the growth and development of the transport industry in relation to tourism.

3. Explain the structure of the air transport industry at the international level.

4. Discuss the features of passenger needing special attention while traveling.

5. Explain with examples: currency regulation, NUC conversion and general air fare rules.

6. Describe the process of passenger ticket issuance with itineraries.

SECTION-C

7. Analyze the importance of water transport in the history of Indian tourism with special reference to Kerala backwaters.

8. Explain the principles of fare construction and demonstrate with example how fare is calculated using EMA and EMS?

9. Discuss the components of TIM (Travel Information Manual) and their role in international travel planning.

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Total No. of Pages : 02

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BTTM (Sem.–7)

SERVICE MARKETING

Subject Code : BTTM-705-18

M.Code : 90302

Date of Examination : 27-11-2025

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 Services.

b) Define Inconsistency.

c) Service Life Cycle

d) Blueprinting

e) Internal Marketing

f) Standards Gap

g) STP in services

h) Classification on the basis of Degree of contact.

i) Quality Function Deployment.

j) Franchise

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SECTION-B

2. Discuss in detail Service Marketing Mix.

3. Discuss the process of New Service Development.

4. What are the various tools for measuring Service Quality?

5. Discuss service marketing strategies in the health care sector.

6. Write a note on marketing of IT services.

SECTION-C

7. Discuss the reasons behind growth of service sector in India.

8. Discuss the various strategies for designing effective service delivery system.

9. What is service marketing triangle? Discuss with examples.

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Total No. of Questions : 09

BTTM(Sem.–7)

SAFETY AND SECURITY MANAGEMENT

Subject Code :BTTM-706-18

M.Code :90303

Date of Examination: 29-11-2025

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) OHSMS

   b) Risk analysis

   c) Travel insurance

   d) Safety Inspection

   e) Safety trainings

   f) Travel insurance

   g) Biological disaster

   h) Emergency Response Plan

   i) Travel safety

   j) Emergency Evacuation

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SECTION-B

2. How is *'Safety Management'* an important aspect of tourism?

3. Discuss the role of tourist police in safety and security.

4. Define the term Vulnerability Analysis. How can we reduce vulnerability?

5. What is 'Job Safety Analysis'? Give a suitable example.

6. Describe the security issues at the airports.

SECTION-C

7. Explain 'Risk Management'. Describe the process of Risk management.

8. Discuss the concept of occupational accident. What are the methods to prevent them anddeal with them?

9. Write a note on importance of safety & security on tourism industry. Cite suitable examples. How do they affect the tourism industry?

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Total No. of Questions : 09

Total No. of Pages : 02

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

TOURISM PRODUCT : ASIA,MIDDLE EAST AND PACIFIC AREA

Subject Code : BTTM708-18

M.Code : 90305

Date of Examination : 02-12-2025

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 major tourist place of Mauritius?

b) Write a note on Bhutan Tourism.

c) Name few tourist destinations in Pakistan.

d) On world map depict Shanghai.

e) On world map show Guangzhou.

f) On world map show Yokohama.

g) On world map show Jeddah.

h) On world map show Amman.

i) On world map show Auckland.

j) On world map show Melbourne.

SECTION - B

2. What do you understand by term National Tourism Organization?

3. What are main features of Sri-Lanka tourism?

4. Write a detailed note on tourism of Malaysia.

5. Enlist and explain about main tourist attractions of UAE.

6. Write a note on Australian Tourism.

SECTION - C

7. Make a statistical comparison of Indian Tourism with Thailand.

8. Enlist 5 reasons to visit China. Support your answer with examples.

9. Present a detail overview of tourism product of New Zealand.

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Total No. of Pages : 02

Total No. of Questions : 09

BTTM (Sem.–7)

ACCOUNTING FOR MANAGERS

Subject Code : BTTM701-18

M.Code : 90298

Date of Examination : 18-11-2025

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 subsidiary books?

   b) What is cash book?

   c) What are prepaid incomes?

   d) What is manufacturing account?

   e) What are revenue expenditures?

   f) What is cost sheet?

   g) What are the types of accounts?

   h) What is break even analysis?

   i) Differentiate between ledger and journal.

   j) What is BRS?

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SECTION-B

2. Discuss the importance of financial management and pen down the various sources of finance with suitable examples.

3. Discuss the need and importance of Trial balance.

4. Discuss the objectives and functions of financial management.

5. Discuss the importance and limitations of budgetary control.

6. Discuss GAAP principles with suitable examples.

SECTION-C

7. What is working capital management? Discuss the factors affecting working capital management.

8. Discuss the importance of Trial balance and pen down the errors revealed by trial balance and errors not revealed by trial balance.

9. What are final accounts? Differentiate between Trading, profit & loss account and Balance sheet. Discuss the meaning and role of various adjustments with suitable examples.

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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 :BTTM-702-18

M.Code :90299

Date of Examination : 20-11-2025

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 tourism attractions and discuss their significance in destination development.

b) Explain the characteristics that make a tourist attraction appealing to visitors.

c) Discuss the typology of tourism attractions and how they contribute to the overall tourist experience?

d) Describe the criteria used to evaluate the attractiveness of tourist destinations.

e) Explain the concept of destination life cycle and its relevance for tourism planning and management.

f) Analyze the components of the tourism promotion mix and their respective roles in destination marketing.

g) Define advertising in the context of tourism promotion and highlight its importance.

h) Discuss the objectives and budgeting considerations involved in advertising for tourism.

i) Explain the process of formulating advertising copy and appeals specific to the tourism industry.

j) Evaluate the various media alternatives for advertising in tourism, considering their effectiveness and reach.

SECTION-B

2. Assess the role of advertising in tourism promotion, including its impact on destination image and visitor behavior.

3. Discuss the significance of personal selling in tourism promotion and its effectiveness in building relationships with potential tourists.

4. Explain the concept of public relations in tourism and how it contributes to destination branding and reputation management?

5. Evaluate the importance of tourist information centers in facilitating personal selling efforts and providing assistance to visitors.

6. Describe the scope of sales promotion in the tourism industry and discuss the various techniques used to incentivize travel purchases.

SECTION-C

7. Analyze the development and design of tourist attractions.

8. Discuss the role of advertising in tourism promotion.

9. Evaluate the effectiveness of personal selling.

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

OUTBOUND TOUR OPERATIONS

Subject Code :BTTM-704-18

M.Code :90301

Date of Examination : 24-11-2025

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) Outbound Tourism

   b) ICCA

   c) Give the concept of Outbound Tourism.

   d) Name at least 4 latest International tourists Destination.

   e) PATA

   f) Itineraries

   g) ITB

   h) Enlist the major outbound tourist destination from Asia.

   i) SOTC

   j) Package Tours

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SECTION-B

2. Write a short note on outbound tourism statistics of India.

3. Discuss in detail the sales strategies of Domestic tourism products.

4. **Write a note on:**

   a) European Tourism Products

   b) Wild life Tourism

5. Write a detailed note on outbound tourism and its challenges in global prospective, highlighting the factors influencing outbound tourism in India.

6. Elucidate on the various outbound tourism packages given by various leading travel agencies.

SECTION-C

7. Design a Middle East tour package keeping in view the cultural aspects of a traveler group.

8. Give in detail the Emerging trends of global tourism with suitable examples.

9. Make a comparison of Indian tourism industry with the tourism industry of Asia Pacific.

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Total No. of Pages : 02

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BTTM (Sem.–2)

COMPONENTS OF TOURISM

Subject Code : BTTM-201-18

M.Code : 75864

Date Of Examination : 19-05-2025

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 short notes on :

   a. Psycho-centric tourist

   b. YMCA

   c. Trade fair

   d. The Deccan Odyssey

   e. Eco lodge

   f. Leisure tourism

   g. Travel motivation

   h. MICE

   i. Travel agent

   j. Consumer

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SECTION - B

2. What are the different components of tourism system?

3. What do you understand by boutique hotels?

4. Discuss the role of water transport in tourism development.

5. Explain the product approach to study tourism.

6. What are the 4 P's of travel tourism?

SECTION - C

7. What are the two main categories of tourist attractions? Explain with the help of suitable examples.

8. Enlist different approaches related to tourism studies? Explain any five.

9. What are the main types of accommodation in tourism?

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Total No. of Questions : 09

BTTM (Sem.–2)

TOURISM PRODUCTS OF INDIA : PUNJAB AND CHANDIGARH REGION

Subject Code : BTTM-202-18

M.Code : 75865

Date of Examination : 22-05-2025

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.**

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SECTION - A

1. **Write briefly :**

   a. Why Chandigarh is famous?

   b. What is the objective of edict of Chandigarh?

   c. Name some attractions of Dharamshala.

   d. Why Anandpur Sahib is considered sacred?

   e. Name the famous museums in Chandigarh.

   f. Why Chandigarh is called a planned city? Write the Tourism tagline of Chandigarh.

   g. Mention the famous dresses of Punjab.

   h. Why is Amritsar famous?

   i. Name four famous gardens of Chandigarh.

   j. What comes under Tricity?

SECTION - B

2. Who designed Capitol Complex? Write a short note about its architectural features.

3. Write in detail the geography of Chandigarh.

4. Why Chandigarh is the capital of two states?

5. What are the various cuisines of Punjab? Explain in detail.

6. Write a short note on Punjabi literature.

SECTION - C

7. **Write a short note on :**

   a) CITCO

   b) Rock Garden

8. Explain the features of Punjabi Culture.

9. Explain in detail Le Corbusier's Master Plan. What were its features?

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Total No. of Pages : 02

Total No. of Questions : 09

BTTM (Sem.–2)

TOURISM PRODUCTS OF INDIA : ART AND ARCHITECTURE

Subject Code : BTTM-203-18

M.Code : 75866

Date of Examination : 26-05-2025

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. Name the famous classical music form of India.

   b. Identify forms of Indian cinema known internationally.

   c. What are the two popular literary works from ancient India?

   d. Mention traditional handicrafts from Punjab.

   e. Write about a famous medieval sculpture site in India.

   f. What is the primary material used in ancient Indian sculpture?

   g. Define features of Buddhist architecture in India.

   h. Write about an ancient architectural site showcasing Hindu style in India.

   i Mention one museum in India known for ancient artifacts.

   j Name a modern Indian painting school.

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SECTION - B

2. Explain the impact of Indian cinema on Indian culture.

3. Describe the evolution of Indian handicrafts through the ages.

4. Compare the architectural elements of Hindu and Islamic styles.

5. Discuss the contributions of any one Indian painter.

6. Write a short note on an ancient school of painting in India.

SECTION - C

7. Analyze the growth of Indian literature from ancient to modern times, mentioning key works and authors.

8. Describe the characteristics and significance of ancient Indian architecture, with examples of prominent sites.

9. Discuss the evolution of Indian paintings and the contribution of art galleries in preserving this heritage.

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Total No. of Pages : 02

Total No. of Questions : 09

BTTM (Sem.–2)

TOURISM PRODUCTS OF INDIA-NATURE BASED

Subject Code : BTTM-204-18

M.Code : 75867

Date of Examination : 29-05-2025

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.

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SECTION - A

1. **Write briefly :**

   a. Explain the concept of responsible tourism.

   b. What are the environmental challenges associated with mountain tourism?

   c. List three special requirements for tourists visiting natural areas in India.

   d. Describe two major tourist activities in Shimla.

   e What makes Mount Abu a unique highland tourism destination?

   f. Outline the cultural significance of the Ganga River in Indian tourism.

   g. What is cruise tourism, and where is it popular in India?

   h. Briefly discuss the history and unique features of Keoladeo Ghana National Park.

   i. What makes Gir National Park significant for wildlife tourism?

   j. Describe the types of activities available for tourists in the backwaters of Kerala.

SECTION - B

2. Discuss the concept of ecotourism and suggest how it can be implemented effectively in Indian tourism.

3. Describe the tourism potential of Srinagar, focusing on cultural and natural attractions.

4. Analyze the role of rivers as tourist attractions, using the Beas and Brahmaputra as examples.

5. Provide a detailed overview of the visitor facilities and key wildlife features of Kanha National Park.

6. Compare the tourism offerings of Ooty and Kodaikanal, with emphasis on natural landscapes and recreational activities.

SECTION - C

7. Examine the challenges and opportunities of mountain and highland tourism in India, with detailed case studies of Nainital, Darjeeling, and Gangtok.

8. Discuss the potential of river tourism in India. Analyze the significance of activities related to rivers, such as rafting, cruising, and backwater tourism, with examples.

9. Write an in-depth analysis of wildlife sanctuaries and national parks as tourist attractions in India. Discuss how parks like Sunderbans, Nagarhole and Bhandhavgarh contribute to conservation and tourism development.

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Total No. of Questions : 09

BTTM (Sem.–2)

AIR TRAVEL MANAGEMENT

Subject Code : BTTM-205-18

M.Code : 75868

Date of Examination : 03-06-2025

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 the following terms:

   a. Outline the significance of Air India in the Indian aviation sector.

   b. Define 'aviation terminology' and give two examples.

   c. What are 'traffic patterns' in airport operations?

   d. Name two major airports globally and mention one distinct feature of each.

   e. Briefly discuss the purpose of the Airport Authority of India (AAI).

   f. Explain the 'Open Sky Policy' in a few sentences.

   g. What role does DGCA play in Indian aviation?

   h. How are air charters different from commercial airline operations?

   i. Describe a key characteristic of the LCC model.

   j. Identify one emerging trend likely to affect the aviation sector in the near future.

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SECTION - B

2. Discuss the growth of the aviation sector in India with a focus on major milestones.

3. Explain the role of airport safety management in maintaining efficient airport operations.

4. Describe the importance of ICAO and how it impacts international aviation regulations.

5. Analyze the case of Indigo Airlines, discussing its growth strategy and market positioning.

6. Evaluate the impact of the Open Sky Policy on Indian aviation and international relations.

SECTION - C

7. Discuss in detail the evolution of major Indian airlines, focusing on Air India, Jet Airways, and Indigo Airlines and their contributions to the Indian aviation industry.

8. Analyze the legal and operational challenges faced by air taxi and charter services in India, and their potential for future growth.

9. Explain the international air transport regulations, including the 'freedoms of air' and their implications for cross-border airline operations.

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Total No. of Questions : 09

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BTTM (Sem.–4)

INTRODUCTION TO STATISTICS

Subject Code : BTTM-401-18

M.Code : 77518

Date of Examination : 06-05-2025

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. Frequency

   b. Normal Distribution

   c. Inter-quartile range

   d. Standard deviation

   e. Skewness

   f. Population

   g. Statistical error

   h. Tabulation

   i. Histogram

   j. Percentile

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SECTION - B

2. Explain the concept of statistics. What is its significance?

3. What are the properties of arithmetic mean? Explain its merits and demerits.

4. Explain the difference between mean deviation and standard deviation.

5. **Calculate the correlation coefficient for the following heights (in inches) of fathers (X) and sons (Y) :**

X	65	66	67	67	68	69	70	72
Y	67	68	65	68	72	72	69	71

6. **Calculate trend values using 4-yearly moving average for the time series below :**

Year	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Demand	80	84	80	88	98	92	84	88	80	100

SECTION - C

7. What do you mean by time series analysis? What are its trends and components? Elaborate.

8. **Calculate the arithmetic mean and standard deviation using the following table :**

Class Interval	130-134	135-139	140-144	145-149	150-154	155-159	160-164
Frequency	3	12	21	28	19	12	5

9. Explain the difference between mathematical and positional averages. Support your answer with examples.

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Bachelor of Tourism and Travel Management (Sem.–4)

POLICY AND PLANNING FOR TOURISM DEVELOPMENT

Subject Code : BTTM-402-18

M.Code : 77519

Date of Examination : 20-05-2025

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 the need for a public tourism policy.

   b) Briefly explain the objectives of tourism planning.

   c) What is the role of public sector in tourism policy formulation?

   d) Discuss the significance of community involvement in tourism development.

   e) What are the main responsibilities of national-level tourism policy-making bodies?

   f) Outline the main focus of the National Tourism Policy - 1982.

   g) Describe the objectives of the National Action Plan on Tourism - 1992.

   h) How does tourism planning differ at the state level compared to the national level?

   i) Explain the concept of incentives in tourism development.

   j) Briefly define the destination life cycle concept.

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SECTION - B

2. Discuss the institutional framework involved in the creation of a public tourism policy.

3. Explain the steps and stages involved in policy formulation for tourism.

4. Describe the importance and impact of the National Committee Report - 2002.

5. Explain the role of tourism in India's economic development through its Five-Year Plans, specifically focusing on the 11th Five-Year Plan.

6. Analyze the background and factors influencing tourism planning.

SECTION - C

7. Examine the progression of tourism policies in India, starting from the L.K. Jha Committee - 1963 to the latest policy. Discuss the relevance of each policy to the tourism sector.

8. Discuss the different levels of tourism planning (international, national, regional, state and local) and elaborate on the techniques of plan formulation.

9. Describe in detail the destination life cycle concept and evaluate how planning strategies can vary based on different stages of the cycle.

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Bachelor of Tourism and Travel Management (Sem.–4)

ITINERARY PREPARATION

Subject Code : BTTM-403-18

M.Code : 77520

Date of Examination : 23-05-2025

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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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 a product-based itinerary?

   b) List two don'ts of itinerary preparation.

   c) What does FIT stand for?

   d) What is an all-inclusive itinerary?

   e) Name any two popular destinations included in the Temple Circuit of South India.

   f) Define a custom-made itinerary with an example.

   g) Write any two important features of the Great Indian Heritage Circuit.

   h) Name two destinations popular in the Himalayan Safari itinerary.

   i) Mention two adventure tourism destinations in India.

   j) What are the key elements of a wellness itinerary?

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SECTION - B

2. Explain the importance of duration and budget in itinerary planning.

3. Discuss the components and benefits of an all-inclusive itinerary.

4. Describe the Great Indian Heritage Circuit with major destinations.

5. Prepare a short itinerary for a 3-day temple tour in Tamil Nadu.

6. Write a note on health tourism in India with the key destinations.

SECTION - C

7. Prepare a 7-day itinerary for a foreign tourist visiting the Golden Triangle and nearby destinations.

8. Discuss various types of itineraries with reference to their use in different tourism products.

9. Design a special interest itinerary focused on the cultural tourism in Central India.

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Total No. of Questions : 09 Total No. of Pages : 02

Bachelor of Tourism and Travel Management (Sem.–4)

TOUR PACKAGING DESIGN

Subject Code : BTTM-404-18

M.Code: 77521

Date of Examination : 27-05-2025

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. Describe B&B stay.

   b. What is Solo traveler?

   c. Describe village tourism.

   d. How will you define special interest tours?

   e. Difference between leisure trip & business trip.

   f. What is a tour guide & what is his / her role?

   g. What is GIT? Describe characteristics also.

   h. Enlist various modern media used in promotion of tour package.

   i. Difference between FIT & GIT.

   j. Describe characteristics of a Boutique hotel.

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SECTION - B

2. What are advantage & disadvantages of Package tour?

3. Difference between brochures and tailor made tours?

4. Write the selection criteria of types of media for promotion of tour packages.

5. Write a case study on one the leading Inbound company.

6. Write a note on Eco & Wildlife tours?

SECTION - C

7. What are products oriented package tours? Describe with the help of popular tour package of India.

8. Write an essay on negotiation & brochure preparation of a tour package.

9. Describe the technical aspects of operation's handling of tour package.

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Total No. of Questions : 09

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BTTM (Sem.–4)

BASICS OF ENTREPRENEURSHIP

Subject Code : BTTM-405-18

M.Code : 77522

Date of Examination: 31-05-2025

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. Differentiate between an entrepreneur and a business man.

   b. What is meant by collaboration?

   c. What is financial planning?

   d. What is meant by physical evidence?

   e. What is a business strategy?

   f. What is project report?

   g. What is SSI?

   h. What is meant by feasibility?

   i. What is business idea?

   j. What is innovation?

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SECTION - B

2. Discuss the role of government institutions in promotion of tourism entrepreneurship.

3. Discuss the business strategies in understanding the customers.

4. Discuss the various functions of entrepreneurship.

5. Discuss the various Marketing Mix for tourism market.

6. Discuss the importance of networking and collaboration in the tourism industry.

SECTION - C

7. Discuss the role of entrepreneurship in economic development and factors affecting entrepreneurship growth.

8. Discuss the various forms of organization and its legal considerations.

9. Discuss the business idea generation techniques and steps in feasibility study of marketing, People, finance and technology.

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Total No. of Pages : 02

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Bachelor of Tourism and Travel Management (Sem.–4)

TOURISM TRANSPORTATION

Subject Code : BTTM-408-18

M.Code : 77525

Date of Examination : 04-06-2025

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. Explain the concept of "characteristics of supply" in tourist transportation.

   b. Why is transport considered essential in tourism?

   c. What are the main functions of IATA?

   d. Define the concept of "freedoms of the air."

   e. List two recent policies affecting Indian airlines.

   f. Who are Rent-a-car operators and what is their role in tourism?

   g. Name two major railway systems in the world and their significance.

   h. Briefly describe the Palace on Wheels.

   i. What are ferries used for in tourism?

   j. Explain the term "operational strategy" in water transport.

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SECTION - B

2. Describe the factors influencing demand patterns in tourist transportation.

3. Explain the role of airlines in tourism promotion with an example.

4. How does the Indian Rail system support tourism?

5. Discuss the concept and services of toy trains in India.

6. Explain the future potential of water-based leisure activities in India.

SECTION - C

7. Analyze the marketing strategies used by airlines to promote tourism in India with specific examples.

8. Discuss the functions and significance of ICAO and its impact on global tourism.

9. Examine the different water transport options and their contributions to the tourism sector with examples of operational and marketing strategies.

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Total No. of Pages : 02

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BTTM (Sem.–6)

TOURISM BUSINESS ECONOMICS

Subject Code : BTTM-601-18

M.Code : 79704

Date of Examination : 05-05-2025

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 Law of demand.

b) What is tourism supply?

c) Is economics a science or an art?

d) What is the scope of managerial economics?

e) What is profit?

f) What is breakeven point?

g) What is meant by perfect competition?

h) What is oligopoly market?

i) Differentiate between monopolistic competition and monopoly.

j) What is consumer behavior?

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SECTION - B

2. Pen down the various determinants measuring demand for tourism.

3. Pen down the features and exceptions of law of demand.

4. Discuss the characteristics and various types of tourism supply.

5. Discuss the application of managerial economics.

6. What is meant by Monopolistic competition? Discuss its features.

SECTION - C

7. Explain the law of variable proportions. Discuss its stages by highlighting the stage of rational decision making.

8. What is imperfect competition? Differentiate between perfect and imperfect competition and discuss its features and price determination in short run.

9. Discuss and compare welfare, scarcity and development view of economics in detail.

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Total No. of Questions : 09

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BTTM (Sem.–6)

AIRLINE SERVICES AND IN-FLIGHT FACILITIES

Subject Code : BTTM602-18

M.Code : 79705

Date of Examination : 19-05-2025

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 the following :**

   a) Define scheduled and non-scheduled airlines.

   b) What are the main challenges faced by the airline industry today?

   c) Explain the concept of low-cost carriers.

   d) What is the role of cabin crew in an airline?

   e) Mention two benefits and two challenges of being a cabin crew member.

   f) What is the purpose of a pre-flight briefing?

   g) What is the safety demonstrations conducted before takeoff?

   h) List any four special meal codes used in airline catering.

   i) Explain the importance of food hygiene in airline catering.

   j) What is the significance of galley equipment in an aircraft?

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SECTION - B

2. Discuss the regional analysis of airline industry trends.
3. Differentiate between short-haul and long-haul flights.
4. Explain the responsibilities of airline staff before passenger boarding.
5. Describe the process of in-flight meal service.
6. What are the various types of airline classes and their services?

SECTION - C

7. Analyze the evolution of the airline industry from past to present and discuss future trends.
8. Explain the various stages of passenger handling at the airport.
9. Discuss the significance of proper galley equipment handling and the pre-flight galley checks.

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BTTM (Sem.–6)

TRAVEL TICKETING AND TRANSPORTATION

Subject Code : BTTM 603-18

M.Code : 79706

Date of Examination : 22-05-2025

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 the role of transportation in the tourism industry?

b) List the three main types of transportation used in tourism.

c) Write the full form of IATA and explain its importance.

d) What is the difference between airport code and city code?

e) Define global indicators in air travel.

f) What are customs regulations and why are they important?

g) List two benefits of credit cards for travelers.

h) Explain mixed class fare with an example.

i) What do you understand by Return Ticket (RT)?

j) Write short note on BSP procedures.

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SECTION - B

2. Explain the evolution and development of surface transport in India.

3. Discuss the significance of rail transport and mention any three tourist trains.

4. What are health regulations and how do they affect international travelers?

5. Write a note on the role of credit cards in international tourism.

6. Differentiate between One Way (OW) and Return Ticket (RT) with examples.

SECTION - C

7. Describe in detail the process and factors involved in constructing an air fare.

8. How does TIM assist travel agents and tourists in international travel planning?

9. Examine the impact of road transport on domestic tourism in India with examples.

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BTTM (Sem.–6)

TRAVEL DOCUMENTATION

Subject Code : BTTM-604-18

M.Code : 79707

Date of Examination : 26-05-2025

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 a passport and mention its types.

   b. What is a visa and how does it differ from a passport?

   c. Explain the purpose of a Travel Information Manual (TIM).

   d. What are the necessary details required to fill a passport application?

   e. List any two types of visas and their uses.

   f. What is the significance of travel insurance for international travelers?

   g. Define customs clearance and its role in travel.

   h. What is the purpose of a health certificate for travelers?

   i. Explain the term LERMS in forex transactions.

   j. What is a landing permit and when is it required?

SECTION - B

2. Explain the different types of passports and their validity.

3. Describe the role of a travel agency in immigration-related functions.

4. Discuss the importance of travel insurance and health certificates.

5. What are the necessary customs regulations for international travel?

6. Explain the process of obtaining permission for special/restricted areas.

SECTION - C

7. Discuss the procedures and formalities involve in visa issuance.

8. Explain the forex terminologies and their relevance in international travel.

9. Describe the process of arranging liquor permits and exchange-related arrangements.

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BTTM (Sem.–6)

ADVENTURE TOURISM

Subject Code : BTTM605-18

M.Code : 79708

Date of Examination : 29-05-2025

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.

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SECTION - A

1. **Write briefly :**

a) Define adventure tourism.

b) Name any two popular global adventure tourism destinations.

c) What is meant by land-based adventure tourism? Give examples.

d) Mention two water-based adventure activities popular in India.

e) Write any two demand-side factors for adventure tourism in India.

f) Name two institutes that offer adventure training programs in India.

g) What is the role of an adventure tourism guide?

h) Define "grade" in the context of trekking or rafting.

i) Expand IMF and write its full form.

j) Name one key adventure course offered by NIM Uttarkashi.

SECTION - B

2. Describe the various components and newer dimensions of adventure tourism.

3. Discuss the supply-side factors influencing adventure tourism in India.

4. Explain the importance of communication tools and techniques in adventure operations.

5. Write a note on the role and significance of the IMF in Indian adventure tourism.

6. Highlight the key contributions of ABVIMAS Manali in training and promoting adventure sports.

SECTION - C

7. Trace the historical evolution of adventure tourism and describe its global growth.

8. Explain the different types of adventure tourism (land, air, water) with popular destinations in India.

9. List, compare and contrast the courses offered by HMI Darjeeling and NIM Uttarkashi in promoting the mountaineering education.

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–6)

REGIONAL DIMENSIONS OF INTERNATIONAL TOURISM

Subject Code : BTTM610-18

M.Code : 79713

Date of Examination: 03-06-2025

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 international tourism and mention two current trends in international tourist movement.

b) What is the significance of cultural exchange through tourism?

c) Mention two political issues that affect international travel.

d) Write any two reasons why government support is essential for tourism development.

e) Name the WTO tourism regions and identify any one region with high tourism potential.

f) List any two factors affecting the growth of tourism in the Middle East.

g) What do you understand by global competition in the tourism industry?

h) Mention any two recent technological developments in the tourism sector.

i) What is the role of PATA in tourism development?

j) State the function of ICAO in international travel.

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SECTION - B

2. Discuss the political aspects affecting international tourism with relevant examples.

3. Highlight the major issues affecting global tourism today.

4. Explain the tourism growth patterns in the Asia and Pacific region based on WTO statistics.

5. Describe the impact of m-commerce on the tourism industry.

6. Discuss the role and objectives of the UNWTO in promoting international tourism.

SECTION - C

7. Critically examine the contemporary trends in international tourist movements and how they influence tourism planning.

8. Compare the growth of tourism across the WTO regions with examples and analyze the regional challenges.

9. Discuss in detail the contribution of international organizations (IATA, WTTC, PATA) in shaping global tourism policies and promotion.

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.