Roll No. | | | | | | | | | | | | Total No. of Pages : 02

Total No. of Questions : 09

BTTM (Sem.–2)

COMPONENTS OF TOURISM

Subject Code : BTTM/201/18

M.Code : 75864

DATE OF EXAMINATION : 08-05-2024

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) Amenity

   b) Tourism

   c) Resort

   d) Tourism intermediaries

   e) Allocentric tourists

   f) Cruise

   g) Tour operator

   h) Maharajas Express

   i) Motive of travel

   j) Supplementary accommodation

GURU RAM DASS EDUCATIONAL SOCIETY (REGD.) LANDRAN (MOHALI)
MAY
LIBRARY
2024

SECTION-B

2. How integrated approach is different from interdisciplinary approach?

3. What is Tourism Product Life Cycle?

4. Define "Air transport" and write its advantages.

5. Categorize tourists according to their motive of travel.

6. Enlist 5 different types of accommodations and briefly explain any two.

SECTION-C

7. What all psychographic types of tourists as identified by Stanley C. Plog? Elucidate them briefly.

8. Explain the role of transport in Tourism Development.

9. How many types of attraction are there in tourism? Explain with the help of an example.

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.–2)

TOURISM PRODUCTS OF INDIA : PUNJAB AND CHANDIGARH REGION

Subject Code : BTTM-202-18

M.Code : 75865

Date of Examination : 11-05-2024

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) Write about establishment of Chandigarh.

   b) What is Capitol Complex?

   c) What are various museums in Chandigarh?

   d) Explain about Punjabi Dress.

   e) Write a brief note on Sikhism.

   f) Why Patiala is famous?

   g) Write a descriptive note on the touristic importance of Punjabi cuisine.

   h) Highlight major Punjabi Dances.

   i) Why Kuruskshetra is famous?

   j) What are various tourist attractions in Dharmshala?

SHRI GURU RAM DASS EDUCATIONAL SOCIETY (REGD.) LANDRAN (MOHALI)
MAY
BRAPR
2024

SECTION-B

2. What are the various places of interest in Chandigarh?

3. Explain about various Gardens of Chandigarh.

4. Write descriptive note on Punjabi food.

5. Write a detailed note on Haridwar.

6. Write a case study of Patiala as tourist destination.

SECTION-C

7. Prepare an itinerary of Punjab of one week duration.

8. A group of 20 tourists from Britain want to visit the region for 15 days. Suggest them an itinerary.

9. Explain importance of Amritsar as tourist destination.

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.–2)

TOURISM PRODUCT OF INDIA : ART AND ARCHITECTURE

Subject Code : BTTM/203/18

M.Code : 75866

Date of Examination : 15-05-2024

Time : 3 Hrs. Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.
3. SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.

SECTION-A

1. Answer briefly :

   a) What is called as folk dance?

   b) Enlist different types of music.

   c) What is the importance of literature?

   d) Enlist the various handicrafts of your state.

   e) What is called as USP of a tourist destination?

   f) What are various types of architectural schools in India?

   g) What does a museum contribute in tourism industry?

   h) Enlist different architectural styles of India.

   i) Enlist five dance forms of India.

   j) What is the difference between sculpture and statue?

SHRI GURU RAM DASS EDUCATIONAL SOCIETY (REGD.) LANDRAN (MOHALI) May LIBRARY 2024

SECTION-B

2. Write a short note on art galleries in India.

3. Highlight the prominent features of Indian Music.

4. Describe about any famous literature festival of India.

5. Comment of development of Indian sculptures in recent years.

6. Write a small story about the various schools of painting in India.

SECTION-C

7. Describe the role of museums in society.

8. Write an essay on prominent features of Buddhist architecture.

9. Write a detailed note on the role and importance of Handicrafts in India.

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

BHMCT (Sem.–2)

COMPUTER-II

Subject Code : BH/108

M.Code : 14519

Date of Examination : 18-05-2024

Time : 3 Hrs.

Max. Marks : 30

INSTRUCTION TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying ONE mark each.
2. SECTION-B contains FIVE questions carrying TWO and HALF marks each and students has to attempt any FOUR questions.
3. SECTION-C contains THREE questions carrying FIVE marks each and students have to attempt any TWO questions.

SECTION-A

1. **Answer briefly :**

   a) What is a spreadsheet?

   b) How is the worksheet made?

   c) What are auto commands?

   d) What is editing?

   e) What is a workbook file?

   f) What is drag and drop?

   g) What is the use of excel sheet?

   h) How is spell checking done on the worksheet?

   i) What is a computer what is its full form?

   j) What is previewing?

SHRI GURU RAM DASS EDUCATIONAL SOCIETY (REGD.) LANDRAN (MOHALI) LIBRARY May 2024

SECTION-B

2. How can one create spreadsheets?

3. What is printing before previewing?

4. What is cell entry and deleting cell entries?

5. How are records stored in a database?

6. What is the use of standard toolbar?

SECTION-C

7. How are worksheets created? What is its use and how do they look pretty?

8. What are the edited features of a worksheet? What are function commands?

9. What is the use of graphics? What are drawing tools added in graphics?

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.–2)

TOURISM PRODUCT OF INDIA-NATURE BASED

Subject Code : BTTM-204-18

M.Code : 75867

Date of Examination : 20-05-2024

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 types of tourist attractions?

   b) Mention five don'ts while visiting nature based tourist attractions.

   c) Pen down major tourist attractions of Ladakh which are nature based.

   d) Enlist and briefly describe the natural attractions of Shimla.

   e) What is centre of attraction in river system?

   f) Enlist unique features of river Ganga.

   g) What are five unique species of Kaziranga National Park?

   h) Which one is first national park of India? When and by whom it was established?

   i) Who are the stakeholder of nature based tourism?

   j) What consist of various elements of nature based tourism?

SHRI GURU RAM DASS EDUCATIONAL SOCIETY (REGD.) LANDRAN (MOHALI) LIBRARY May 2024

SECTION-B

2. Write a case study of growth of nature based tourism in Sikkim.

3. Describe in detail the prominent features of Ooty as a nature based tourist destination. Also describe about its attractions.

4. Nature is the soul of tourism industry. Justify the statement!

5. Describe in detail the concept of responsible tourism.

6. Discuss in detail the Do's and Don'ts for visiting a National Park by the Tourists.

SECTION-C

7. What are the points of attraction in the course of rivers?

8. Present an itinerary for a-eruise-tourist in India. Also comment on the scope of cruise tourism in India.

9. Describe major features and facilities in Sundarbans National Park.

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.–2)

AIR TRAVEL MANAGEMENT

Subject Code : BTTM/205/18

M.Code : 75868

Date of Examination : 22-05-2024

Time : 3 Hrs. Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.
3. SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.

SECTION-A

1. **Answer briefly :**

   a) Grooming stranded of the airlines staff.

   b) List of any four functions of DGCA.

   c) Define the term "Logistics"

   d) Mention the onboard facilities nowadays provided by the airlines.

   e) What is an airport Lounge?

   f) What is the concept of LCC?

   g) Mention two points of contributions made by the Indian airlines in Indian aviation industry.

   h) What does aviation organizations do?

   i) How many international airports are there in India? Name any five.

   j) Write five main duties and responsibilities of cabin crew.

SECTION-B

2. Write in brief about the history of aviation industry.
3. What are various types of aircrafts?
4. Write in detail the concept and importance of open sky policy.
5. What are the facilities available for the traveler on the airport?
6. What is the role played by AAI?

SECTION-C

7. Describe about the present status of airline industry in Indian.
8. What is the role of IATA? Also discuss its contribution in safe gardening air travel.
9. What are the different freedoms of air agreed upon by the world?

SHRI GURU RAM DASS EDUCATIONAL SOCIETY (REGD.) ★ LANDRAN (MOHALI) ★
May
LIBRARY
2024

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

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

TOUR PACKAGING DESIGN

Subject Code : BTTM-404-18

M.Code : 77521

Date of Examination : 17-05-2024

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) Adventure tour

   b) Tour costing

   c) Downtown hotel

   d) Tour-package

   e) RuralTourism

   f) Premium pricing

   g) Meetings

   h) Architectural tour

   i) Offline special interest tour

   j) Name different meal plans.

SECTION-B

2. Explain forms of package tour.

3. Difference between 'Inclusion' and 'Exclusion' in a tour package.

4. Explain various types of costs.

5. Make a 5D/4N itinerary of adventure tour package.

6. Describe the purpose of ethnic tours.

SECTION-C

7. Discuss the role of liaison and negotiation in the successful execution of package tours.

8. Explain FIT costing and group costing with examples.

9. Discuss the significance of selecting appropriate media channels in the promotion of tour operations.

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

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

ITINERARY PREPARATION

Subject Code : BTTM/403/18

M.Code : 77520

Date of Examinaton : 14-05-2024

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) Discuss the concept of Itinerary preparation.

   b) What is the importance of an itinerary?

   c) What are the limitations of itinerary preparation?

   d) Define Cultural Tourism.

   e) What is a seasonal itinerary?

   f) Define Adventure tourism.

   g) What do you mean by special interest tourism?

   h) What is the Desert Triangle in India?

   i) Define Religious tourism.

   j) Name the destinations included in the temple circuit of South India.

SECTION-B

2. Write down the differences between FIT and GIT tours with examples.

3. Present a detailed itinerary for health tourism in India.

4. What are the differences between custom made itinerary and readymade itinerary?

5. What are the main elements of Itinerary preparation?

6. Write an itinerary for Great Indian Heritage Circuit.

SECTION-C

7. What are the important factors a travel agent should keep in mind while preparing an itinerary? Write a detailed itinerary of Buddhist Circuit.

8. What are the do's and don'ts of itinerary preparation? Explain in detail with the help of examples.

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

   a) Seasonal Itinerary- Product based Itinerary

   b) All inclusive Itinerary.

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

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 : 13-05-2024

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 the importance of Policy formulation?

   b) Name the Tourism Policy formulation Bodies in India.

   c) What was the second five year plan?

   d) What things to be considered while planning at state level?

   e) What is the objective of planning for tourism destination?

   f) State two ways in which local community is involved in Tourism Development?

   g) Define incentives and concessions.

   h) Name the key events in the Indian Tourism Planning Process.

   i) Define Destination life cycle.

   j) Why five year plans were introduced?

SECTION-B

2. Write a short note on L.K. Jha Committee 1963.
3. What are the methods and factors influencing planning?
4. What are the techniques of plan formulation?
5. What is the process of Tourism Planning?
6. What are the sources of funding, incentives and concessions extended for tourism projects?

SECTION-C

7. What is the role of government, public and private sector in formulation of tourism policy?
8. How is tourism planning done on international, national, regional and local level?
9. **Write a short note on :**

   a) National Tourism Policy - 1982

   b) National Committee Report – 2002.

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.–4)

INTRODUCTION TO STATISTICS

Subject Code : BTTM/401/18

M.Code : 77518

Date of Examination : 03-05-2024

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) Ogive

   b) Classification

   c) Mode

   d) Skewness

   e) Quartile deviation

   f) Karl Pearson correlation coefficient

   g) Regression line

   h) Role of index number

   i) Test of consistency

   j) Utility of time series.

SECTION-B

2. What are the uses of statistics in business?

3. Discuss the utility and limitations of graphic method of presenting statistical data.

4. **Calculate Mean and Median for the distribution from the data below :**

Mid value	35	45	55	65	75	85
Frequency	18	37	45	22	15	8

5. Distinguish between correlation and regression.

6. **From the following data, calculate trend values using 3-yearly moving average :**

Year:	2001	2002	2003	004	2005	2006	2007
Production:	412	438	446	454	470	483	490

SECTION-C

7. The scores of two sportpersons P and Q in 10 innings during a certain match are:

P	32	28	47	63	71	39	10	60	96	14
Q	19	31	48	53	67	90	10	62	40	80

Find out which is better scorer and who is more consistent sportperson?

8. Calculate the coefficient of correlation between the values of X and Y given below:

X	9	11	14	15	16	19	21
Y	30	40	60	70	85	95	110

9. What are index numbers? Explain the various problem faced in the constriction of index number. What is the utility of index number?

NOTE : Disclosure of Identity by writing Mobile No. or Marking of passing request on any paper of Answer Sheet will lead to UMC against the Student.

Roll No. ☐☐☐☐☐☐☐☐☐☐ Total No. of Pages : 02

Total No. of Questions : 09

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

TOURISM TRANSPORTATION

Subject Code : BTTM408/18

M.Code : 77525

Date of Examination : 25-05-2024

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) Where are the headquarters located of :

      i) DGCA

      ii) ICAO.

   b) Name four approved tourist transport operators.

   c) Differentiate between ferries and boats.

   d Define Tourist Transportation System.

   e) What is the Indrail pass?

   f) What is the Open sky policy?

   g) Define Coach Tours.

   h) Which places are included in the itinerary of Deccan Odyssey?

   i) Write the name of any four private Airline companies of India.

   j) **Fill in the blanks :**

      i) AAI was founded in year _____ .

      ii) IATA headquarters is located in _____.

SECTION-B

2. Discuss some recent policies in Indian aviation sector.

3. Write a short note on British and Japanese Rail.

4. How many Toy Trains are there in India? Discuss about them in detail.

5. Write a short note on the importance of Transport in Tourism. What should be considered while selecting a transport mode?

6. What are the major water based leisure practices in India? Explain.

SECTION-C

7. What are the freedoms of Air? Explain in detail.

8. What is Water Transport System? Discuss its various modes.

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

   a) Palace on wheels

   b) Royal Orient.

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.–4)

BASICS OF ENTREPRENEURSHIP

Subject Code : BTTM-405-18

M.Code : 77522

Date of Examination : 21-05-2024

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 meant by business strategy?

   b. What are the qualities of an entrepreneur?

   c. What is partnership?

   d. Differentiate an entrepreneur & businessman.

   e. What is the role of people in tourism planning?

   f. What is meant by a public company?

   g. What is Collaboration?

   h. What is Financial Planning?

   i. What is meant by an opportunity?

   j. What are good business practices?

SECTION-B

2. Discuss the ways to generate different business ideas.

3. What is the role of people in tourism business planning? Discuss.

4. Discuss the role of networking and collaboration in industry.

5. What is planning? Write down the process for setting a tourism business.

6. Discuss the role and importance of tourism marketing planning.

SECTION -C

7. Write down the process of writing a business plan by highlighting the marketing, financial, operations feasibility.

8. Discuss the 8 Ps of tourism marketing mix with suitable examples.

9. Discuss the various forms of organization with legal considerations of a company.

NOTE : Disclosure of Identity by writing Mobile No. or Marking of passing request on any paper 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)

TOURISM BUSINESS ECONOMICS

Subject Code : BTTM-601-18

M.Code : 79704

Date of Examination : 25-04-2024

Time : 3 Hrs. Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.
3. SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.

SECTION-A

1. **Answer briefly :**

a) What is Oligopoly?

b) What is normal profit?

c) What is demand schedule?

d) What is super normal profit?

e) What is consumer surplus?

f) Differentiate between consumer and customer.

g) What is breakeven point?

h) What is utility?

i) What is managerial economics?

j) What is price discrimination?

SHRI GURU RAM DASS EDUCATIONAL SOCIETY (REGD.) LANDRAN (MOHALI) LIBRARY April 2024

SECTION-B

2. Discuss the exceptions of law of demand.

3. In which stage should a rational firm produce? Justify with suitable example.

4. Discuss the concept of profit and break even analysis.

5. Pen down the tourism economic functions.

6. Discuss the nature, scope and application of managerial economics.

SECTION-C

7. Discuss the various laws of production with suitable example.

8. Define monopolistic competition. Explain equilibrium condition of a firm under monopolistic competition in the long run.

9. Give critical evaluation of Robbins definition.

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)

AIRLINE SERVICES AND IN-FLIGHT FACILITIES

Subject Code : BTTM602/18

M.Code : 79705

Date of Examination : 29-04-2024

Time : 3 Hrs. Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.
3. SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.

SECTION-A

1. **Answer the following :**

   a) What is the difference between scheduled and non-scheduled airlines?

   b) What is short haul travel?

   c) What does business class service mean?

   d) What is first class service?

   e) **What is the full form of these Airline meal code :**

      i) AVML

      ii) BBML

      iii) SPML

      iv) VGML

   f) What is Cabin Crew basic service?

   g) What are the characteristics of airline catering?

   h) Define Air taxis.

   i) What does Aircraft galley equipment includes?

   j) Explain Safety Demonstration.

SHRI GURU RAM DASS EDUCATIONAL SOCIETY (REGD.) LANDRAN (MOHALI)
April
LIBRARY
2024

SECTION-B

2. What are the ways to maintain galley hygiene on board?
3. What are various types of meals offered during flight?
4. What do you mean by Aviation Hospitality? Why is it important?
5. Explain the procedure for preparing for take-off.
6. What are the challenges faced by the Cabin Crew?

SECTION-C

7. Write a detailed note on Past, Present and Future trends of the Airline Industry.
8. What are the roles and responsibilities of airline staff? Explain in detail.
9. What are the In-flight services available in an Airline? Write about the duties and responsibilities of Cabin Crew.

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)

TRAVEL TICKETING AND TRANSPORTATION

Subject Code : BTTM 603-18

M.Code : 79706

Date of Examination : 30-04-2024

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) Which are the famous tourist trains in India, mentioned any four of them?

   b) Suggest IATA Airport code of Chandigarh, Jaipur, Melbourne & Leh.

   c) What is Extra Mileage Surcharge (EMS)?

   d) What is a passport?

   e) Explain the term minimum connecting time in airlines.

   f) Explain scheduled & no scheduled airlines services.

   g) What is open sky policy?

   h) Enlist the ways you can book airline tickets these days.

   i) What is the importance of purchasing travel insurance?

   j) What is called as Venice of east? Why?

SHRI GURU RAM DASS EDUCATIONAL SOCIETY (REGD.) LANDRAN (MOHALI) LIBRARY April 2024

SECTION-B

2. Write the unique feature of Kerala backwaters.

3. What is IATA & its role towards tourism?

4. What is the contribution of low cost carriers in tourism development in India?

5. Enumerate the recent policies regarding tourism.

6. What role do Indian Railways play in promotion of tourism?

SECTION-C

7. "*Water tourism is an emerging form of tourism*". Explain with current scenario?

8. Write a detailed case study of development of transport infrastructure and its contribution in tourism development.

9. **Write notes on the following :**

   a) Star Cruises

   b) Maharaja Express.

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)

TRAVEL DOCUMENTATION

Subject Code : BTTM-604-18

M.Code : 79707

Date of Examination : 04-05-2024

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) TIM

   b) Baggage and airport information

   c) TC's

   d) BTQ

   e) Travel insurance

   f) LERMS

   g) Landing permit

   h) Credit and debit cards

   i) Custom clearance

   j) Special area permit.

SHRI GURU RAM DASS EDUCATIONAL SOCIETY (REGD.) SHRI GURU R. LANDRAN (MOHALI) May BRARY 2024

SECTION-B

2. Explain the difference between passport and visa.
3. What are various types of VISA's.
4. Explain the procedure for obtaining restricted area permits.
5. Explain various types of health certificates required during travel.
6. Explain the procedure for obtaining liquor permits.

SECTION-C

7. Discuss the immigration related procedures performed by a travel agency.
8. Explain the foreign exchange guidelines for travelers in India.
9. Explain the custom clearance procedure in detail.

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)

ADVENTURE TOURISM

Subject Code : BTTM-605-18

M.Code : 79708

Date of Examination : 07-05-2024

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 tc attempt any TWO questions.

SECTION-A

1. Answer briefly :

   i. What is the scope of Adventure Tourism?

   ii. Enlist five new types of water adventure sports.

   iii. What is called as Soft Adventure Tourism?

   iv. Enlist five famous places in India for water based Adventure Tourism.

   v. What are the factors which motivate people to take part in Adventure Tourism?

   vi. When and where was NIM established?

   vii. Enlist the role played by IMF.

   viii. What is difference between leisure and adventure traveler?

   ix. Enlist the specific demands of an Adventure Tourist.

   x. Enlist popular adventure tourism destinations of the world.

SHRI GURU RAM DASS EDUCATIONAL SOCIETY (REGD.) LANDRAN (MOHALI) LIBRARY May 2024

SECTION-B

2. Describe the need of adventure tourism product.

3. What are different components of adventure tourism?

4. Enlist the functions performed by ATOAI in development of adventure tourism.

5. What is effect of seasonality in adventure tourism industry?

6. Write history of adventure tourism in India.

SECTION-C

7. Describe the case study of any Indian destinations which is developed as a popular adventure tourism destination.

8. Describe the role of guides in adventure tourism.

9. Pendown the role and history of IMF in developing adventure tourism in India.

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 DIMENSION OF INTERNATIONAL TOURISM

Subject Code : BTTM-610-18

M.Code : 79713

Date of Examination : 14-05-2024

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) Cultural exchange through tourism.

   b) Top four countries of Asia Pacific in tourists' arrival.

   c) Top four countries of Africa in tourists' arrival.

   d) Top four countries of Americas in foreign receipts.

   e) Top four countries of Europe in foreign receipts.

   f) Automation in tourism industry.

   g) M-commerce in tourism.

   h) WTTC

   i) ICAO

   j) PATA.

SHRI GURU RAM DASS EDUCATIONAL SOCIETY (REGD.) SHS LANDRAN (MOHALI) LIBRARY 2024

SECTION-B

2. Explain political aspects of international travel.

3. Explain the need for government support for tourism.

4. Explain factors affecting tourism in Middle East region.

5. Suggests measures for managing global and local perspectives in tourism.

6. Explain the functions of IATA.

SECTION-C

7. Explain the role of UNWTO in promotion of international tourism.

8. Discuss the contemporary trends international tourist movements.

9. Explain the factors affecting global tourism.

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.–1)

TOURISM : CONCEPT, STATUS AND TRENDS

Subject Code : BTTM-101-18

M.Code : 75417

Date of Examination: 18-12-2024

Time : 3 Hrs. **Max. Marks : 60**

INSTRUCTIONS TO CANDIDATES :

1. **SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.**
2. **SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.**
3. **SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.**

SECTION-A

1. **Answer the following :**

   a) Allocentric Tourist

   b) Green tourism

   c) Differentiate between Mass Tourism and Alternate Tourism.

   d) Excursionist

   e) What do you mean by Tourism Statistics?

   f) What are top four Indian states in terms of Domestic Tourism?

   g) What are BTE's?

   h) Define Traveler.

   i) Who are Cultural Tourists?

   j) Tourist Demand

SECTION-B

2. Explain the types of tourist as classified by Valene Smith.

3. Enlist five major roles played by UNWTO.

4. Define Sustainable tourism and its guiding principles.

5. Define Product and explain types of tourism products.

6. Comment on latest tourism statistics of India.

SECTION-C

7. Enlist the emerging tourism trends. Also cite certain successful case studies of such tourism paradigms.

8. Define Tourism Supply. Give a brief study of the supplies of a destination.

9. *'India is emerging as global tourism destination'.* Elucidate.

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.–1)

COMPUTER OPERATIONS

Subject Code : BTTM-104-18

M.Code : 75420

Date of Examination:23-12-2024

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) Name four Input devices.

b) Define server.

c) What is an interpreter?

d) Define Application Software.

e) Name four Output devices.

f) What is the difference between Twisted cable and Coaxial cable?

g) What is optical fiber used for?

h) Write two limitations of Computers.

i) Define Arcnet.

j) What is the purpose of hubs?

SECTION-B

2. Explain in detail the components of Computer system.

3. What are the different types of Computer?

4. Discuss the characteristics of Computers.

5. What is the role of IT in tourism industry?

6. Differentiate between high level language and low level language.

SECTION-C

7. What are the parts of a Window? Write their functions in detail.

8. Write down the evolution of Computers.

9. What is a Network? Explain LAN, MAN and WAN with the help of examples.

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.–1)

INDIAN SOCIETY AND CULTURE

Subject Code : BTTM-103-18

M.Code : 75419

Date of Examination: 07-01-2025

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 importance of different festivals for society?

   b. What is called as Dharma?

   c. Enlist five prominent rituals performed during the Diwali Pooja.

   d. Enlist five main characteristics of Indian Culture.

   e. Why solar eclipses occur?

   f. Enlist popular fairs of South India along with their time of celebrations.

   g. What is special about Hola Mohalla?

   h. Why Onam is celebrated?

   i. How important is culture for society?

   j. Enlist popular cuisines of Central India.

SECTION-B

2. Describe about the various components of Society.

3. Write down the major centre's of Hinduism in India.

4. Describe the philosophy of Islam religion.

5. Describe the celebrations of Janmashtami.

6. Write a brief note about Kathak.

SECTION-C

7. Write a detailed note on caste system in India.

8. Describe the importance of Kumbh Mela with special reference to tourism development.

9. **Write note about:**

   a. Kurukshetra- Solar Eclipse.

   b. Sikhism.

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.–1)

GEOGRAPHY FOR TOURISM

Subject Code : BTTM-102-18

M.Code : 75418

Date of Examination: 09-01-2025

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 briefly:**

   a) Name four beaches of India.

   b) IST & IDL

   c) Local time

   d) Brief account of GMT.

   e) Name the parallels of Latitude.

   f) GIS

   g) MSL

   h) Name two peaks of Himalaya Range.

   i) Temperate climate zone.

   j) Differentiate between rivers of North & South India.

SECTION-B

2. Differentiate between climate and weather.
3. Differentiate between Latitude and Longitude Lines.
4. Write short note on Thar dessert of India.
5. Describe the main Hill stations of India.
6. What are the skills required to read Maps.

SECTION-C

7. *"Geography and Tourism plays inevitable role in the promotion of tourism".* In the light of the above statement discuss the role of geography in the promotion of tourism in India.
8. Write the potentialities of coastal tourism development in perspective of India.
9. *'Transportation plays an important role for development of any region'.* Explain in context with India.

NOTE : Disclosure of identity by writing mobile number or making 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.–1)

INTRODUCTION TO HOSPITALITY INDUSTRY

Subject Code : BTTM-105-18

M.Code : 75421

Date of Examination: 17-01-2025

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. **Define the following :**

   a) Hotel

   b) Motel

   c) Lanai

   d) Uniformed service

   e) Speciality restaurant

   f) IRD

   g) Still Room

   h) A la Carte

   i) TAAI

   j) HRACC

SECTION-B

2. Differentiate between commercial and welfare catering establishments.

3. What are the components of Hospitality Industry? Discuss.

4. Write a note on evolution of lodging industry.

5. What are the various subsections of food and beverage service department? Brief.

6. Define Menu. What are different types of menus?

SECTION-C

7. Discuss various types of restaurants in food & beverage sector.

8. Discuss various types of meals along with their timings and sequence.

9. Discuss in detail about the history and growth of Hospitality Industry.

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.–3)

PRINCIPLES OF MANAGEMENT

Subject Code : BTTM-302-18

M.Code : 76795

Date of Examination : 26-11-2024

Time : 3 Hrs. Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.
3. SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.

SECTION-A

1. **Write briefly:**

a) What is directing?

b) Define Motivation.

c) Pen down the qualities of a leader.

d) What are objectives?

e) What is centralization?

f) What is policy?

g) What is Forecasting?

h) What is staffing?

i) What is life and staff relationship?

j) What is controlling?

SECTION-B

2. Discuss the various patterns of organization.

3. Discuss the various techniques of controlling.

4. Discuss the meaning and importance of directing.

5. Pen down the process of planning.

6. Pen down the decision making process.

SECTION-C

7. Define Forecasting. Discuss the various techniques of Forecasting.

8. Pen down the evolution of Management thought by highlighting the contribution of Elton Mayo and F.W. taylor.

9. What is manpower planning? Discuss the procedure and methods of selection and training in an organization.

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.–3)

TOURISM IMPACT

Subject Code : BTTM-305-18

M.Code : 76798

Date of Examination : 29-11-2024

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.
3. SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.

SECTION-A

1) **Describe Briefly :**

a) Environmental Quality

b) Responsible Tourism

c) Tourism carrying capacity

d) Sustainable Tourism

e) Environmental Auditing

f) Social Accounting

g) Politics of Environment

h) Cost Benefit Analysis

i) Tourism inherent issues

j) Global Tourism.

SECTION-B

2) Explain the Ecological impact of tourism.

3) Discuss the salient features of the Global code of Ethics for tourism adopted by UNWTO.

4) Discuss the impact of tourism development on Indian Islands and Beaches.

5) What is multiplier effect? What are the impacts of tourism multipliers?

6) Illustrate the role of tourism in revival of local craft.

SECTION-C

7) Explain with the help of suitable examples about the impact of tourism on socio- cultural environment.

8) What are the major economic benefits of tourism? Describe the various methods for analyzing the economic impact of tourism.

9) As a tourist impact analyst, conjure up important International Relations (IR) concerns and their corresponding tourism related effects.

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 Questions : 09

Total No. of Pages : 02

BTTM (Sem.–3)

SPECIAL INTEREST TOURISM

Subject Code : BTTM307-18

M.Code : 76800

Date of Examination: 02-12-2024

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.
3. SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.

SECTION-A

1. **Answer briefly:**

   a) Entrepreneurship.

   b) Slum.

   c) SIT.

   d) Urban Tourism.

   e) Tourism Demand.

   f) Amenities.

   g) Stake holders

   h) Tourism in India.

   i) Tourism Analysis.

   j) Effects of Tourism.

SECTION-B

2. Write about Aboriginal cultures and Indigenous tourism.

3. What are the Typologies of Tourism?

4. Define the conceptual base of SIT and its demand.

5. Write about Gastronomic tourism.

6. What are the resources for Special Interest Tourism Development?

SECTION-C

7. Explain in detail about Celebration of special events and its benefit in economic growth of nation.

8. Explain Entrepreneurship and small business in SIT with respects to India.

9. Write in detail about theme and introductory ideas of Educational, Community based Film and Urban Tourism.

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 Questions : 09

Total No. of Pages : 02

BTTM (Sem.–3)

TRAVEL AGENCY AND TOUR OPERATIONS

Subject Code : BTTM301/18

M.Code : 76794

Date of Examination : 05-12-2024

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. **SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.**
2. **SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.**
3. **SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.**

SECTION-A

1) **Answer in 50 words :**

a) Write any four functions of I ATA.

b) Classify different types of travel agencies.

c) Differentiate between Tour operator and Travel Agent.

d) State the role of Government in travel agency business.

e) What is Inbound Tour?

f) What is travel agency commission?

g) Name any four companies in India, which are famous for travel business.

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

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

j) Name any four famous travel service companies in India.

SECTION-B

2) Explain the functioning of Thomas Cook Ltd.

3) What are the sources of earning in a travel agency business?

4) In the modern world what are the upcoming trends in travel agency business.

5) Explain about the important tour operation documentation.

6) What is the importance of linkages in travel agency business?

SECTION-C

7) Explain the History and Growth of travel agency business in India.

8) *"IATO played an important role in the development of travel agency business in India"*. Explain.

9) Explain the rules to set up travel agency in India.

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.–3)

ESSENTIAL OF TOUR GUIDING

Subject Code : BTTM303-18

M.Code : 76796

Date of Examination: 09-12-2024

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
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) Tour guide

   b) Grooming checklist

   c) Speaking Faults

   d) Body language

   e) Tour commentary

   f) Microphone technique

   g) First aid

   h) Handling complaints

   i) Nature interpretation

   j) Code of conduct for tour guides.

SECTION-B

2. Explain occupational skill standards for tour guides.

3. Explain roles and responsibilities of tour guides.

4. Explain roadblocks in communication for tour guides.

5. Explain the essential features of tour commentary of tour guides.

6. Explain the necessary guidelines for tour guides while handling complaints.

SECTION-C

7. Discuss the historical dimensions and present status of tour guiding.

8. Discuss the role of tour guides dealing with arrivals and departures.

9. Explain the principles and types of visitor interpretation.

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 Questions : 09

Total No. of Pages : 02

BTTM (Sem.–3)

TOURISM PRODUCT OF INDIA : CULTURAL HERITAGE

Subject Code : BTTM306-18

M.Code : 76799

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. **Answer Briefly :**

a) Natural Heritage

b) Ethnic Tourism

c) Indian Ethos

d) Landscape resources

e) Elements of Tourism products

f) Religious perspective of Indian culture

g) Name two World heritage sites in India (Natural)

h) Intangible culture

i) Periyar National Park

j) Biodiversity.

SECTION-B

2) Find out the similarities and difference between Tourism resources and Tourism products.

3) Evaluate the role of UNESCO in protection of heritage sites.

4) Illustrate the classification of Hindu temples.

5) Differentiate between Classical and Folk dances.

6) *'India: A cultural melting pot'*. Elucidate.

SECTION-C

7) *"Tourism products are amalgation of natural, manmade attractions as well as venation of host communities for the guest"*. On the light of the above statement define tourism product and discuss it in Indian tourism perspective.

8) Describe in detail International fairs of India that attracts foreign and domestic tourists.

9) Analyze the possibilities and challenges while promoting culture as tourist attraction.

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

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

INTRODUCTION TO EVENT MANAGEMENT

Subject Code : BTTM304/18

M.Code : 76797

Date of Examination : 16-12-2024

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. **SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.**
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 Event management.

b) What is the scope of event?

c) Why event planning is important?

d) Define MICE.

e) What is the importance of venue in Event Management?

f) Mention the permissions required to conduct an event.

g) What is an event budget?

h) What is the importance of fairs?

i) What do you mean by seminars?

j) Define Reimbursements.

SECTION-B

2) What interpersonal skills are required for an event manager to effectively communicate?

3) Briefly explain the requirements of event manager.

4) What do you mean by event planning? List the benefits of event planning.

5) What kinds of people are involved in organizing an event?

6) Design a trade fair of your choice. How would you market the same?

SECTION-C

7) What are the different types of events? Elaborate with examples.

8) What are the roles and responsibilities of event manager in different events?

9) Explain the activities in Event Management.

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.–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?

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 Questions : 09

Total No. of Pages : 02

BTTM (Sem.–5)

HUMAN RESOURCE MANAGEMENT

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.

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.–5)

INTRODUCTION TO TOURISM RESEARCH

Subject Code : BTTM-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.

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.–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. Discus the various trends in tourism marketing with suitable examples.

9. Discuss the various features of tourism marketing and tourism marketing mix.

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.–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?

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 Questions : 09

Total No. of Pages : 02

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 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 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

   j) Strategic development for vulnerability reduction.

SECTION-B

2. Write down the role of insurance in the travel industry.

3. What are Occupational health and safety management systems?

4. What do you understand by nuclear, chemical and industrial disasters?

5. Write down the classification of disasters.

6. What is Vulnerability? Write its concept and analysis.

SECTION-C

7. Write a note on earthquakes, floods cyclone and cloud burst.

8. What are the different types of workplace accidents?

9. Write down the role of Ministry of Government of India for tourist security and safety.

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.–7)

SERVICE MARKETING

Subject Code : BTTM705-18

M.Code : 90302

Date of Examination : 10-12-2024

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 service marketing triangle?

   b) What is physical evidence?

   c) What is targeting?

   d) What is meant by service blue printing?

   e) What is service quality?

   f) What is service channel?

   g) Pen down the scope of services.

   h) What is market segmentation?

   i) What is meant by service delivery system?

   j) What is the role of people in service marketing?

SECTION-B

2. Discuss the ways to access the service marketing potential.

3. Discuss the characteristics of services.

4. What is integrated service marketing communication?

5. Discuss the service life cycle.

6. Discuss the methods of pricing of services.

SECTION-C

7. Discuss the expanded marketing mix and the classification of service market segmentation.

8. Discuss the elements of service quality and SERVQUAL Model. Pen down the GAP model of service quality.

9. Define the service marketing strategies for health, tourism, logistics and finance.

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

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 : 17-12-2024

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. 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.

   h. Highlight tourism statistics of Bhutan.

   i. Write a note on tourism product of Sri Lanka.

   j. Enlist SAARC Countries.

SECTION-B

2. 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

5. 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.

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

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 :

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. 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.

3. 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.

5. Explain ITB, WTM, PATA, Travel Mart.

6. 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.

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

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

TOURISM PROMOTION

Subject Code : BTTM702-18

M.Code : 90299

Date of Examination : 22-12-2024

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 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.

   j. Discuss the role of communication and advertising in promoting tourism.

SECTION-B

2. What are the various criteria for tourist attractiveness?

3. Give the objectives of advertising.

4. What is the meaning of personal selling? Explain giving suitable examples.

5. Define and explain the concept of Public Relations.

6. Enumerate on the various sales promotional techniques.

SECTION-C

7. Memorize Tourism Attractions and compute its characteristics, typology. Discuss destination life Cycle.

8. Analyze the advertising decisions. Examine the advertising process.

9. Synthesize on the sales promotion concept. Enlist how Tourist information centers play a vast role in the promotion of tourist designations.

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.–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 :

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 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

2. Discuss the importance of Bank reconciliation statement.

3. Differentiate between Trading and Profit & loss account.

4. What is cash book? Discuss the various types of cash book.

5. Pen down the treatment of following adjustments :

   a) Closing stock

   b) Prepaid expenses

   c) Outstanding expenses

   d) Depreciation

6. Discuss the various sources of finance.

SECTION-C

7. Pen down the Generally Accepted Accounting Principles (GAAP) with suitable examples.

8. Discuss the generally accepted accounting principles with suitable examples.

9. What is budgetary control? Discuss the various techniques of budgetary control.

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.