

# Question Paper Code : 5352

M.T.A. (Semester-II) Examination, 2017

## MARKETING MANAGEMENT

[ MTTM-201 ]

Time : Three Hours]

[Maximum Marks : 70

**Note :** Answer **five** questions in all. Question **No. 1** is **compulsory**. Besides this, attempt **one** question from each unit.

1. Write short notes on the following : [5X6=30]

- (a) Promotion Mix
- (b) Segmentation
- (c) Distribution Management
- (d) PLC
- (e) Service Marketing
- (f) Need of Marketing

### UNIT - I

2. Define marketing and also explain various concepts of marketing. [10]
3. "MIS is an important element of business organisation." Explain in detail. [10]

### UNIT - II

4. Explain about the 'P's of service marketing. [10]
5. Discuss about the marketing mix in brief. [10]

### UNIT - III

6. Price policy is primary function of marketing management. Discuss in detail. [10]
7. "Marketing is a tool of customer satisfaction." Illustrate in brief. [10]

### UNIT - IV

8. Discuss the relevance of advertising and also explain difference in between publicity and advertising. [10]
9. Explain the basic objective of service marketing. [10]

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# Question Paper Code : 5353

MTTM (Semester-II) Examination, 2017

## TOURISM GEOGRAPHY

[ MTTM-202 ]

Time : Three Hours]

[Maximum Marks : 70

**Note :** Answer **five** questions in all. Question **No. 1** is **compulsory**. Besides this, attempt **one** question from each unit.

1. (a) Draw the world map and mark the following physical features on it : [20]
- (i) Cascade Mountains
  - (ii) Sahara desert
  - (iii) Amazon basin
  - (iv) Ural mountains
  - (v) Gran Chaco
  - (vi) Kalahari Desert

- (vii) Iberian Plateau
- (viii) Great dividing range
- (ix) Yellow sea
- (x) R. Mississippi

(b) Answer the following in about 250 words :

[2x5=10]

- (i) Mediterranean
- (ii) Push and pull factors
- (iii) Sundarbans
- (iv) Periyar wildlife sanctuary
- (v) Use of Symbols and colours on maps.

#### UNIT - I

2. Define the following and give examples from each continent excluding Antarctica : [10]

- (a) Peninsula
- (b) Mountains

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( 2 )

- (c) Basins
- (d) Water falls

3. Write short notes on : [5+5]

- (a) Map projections
- (b) Climate in Australia

#### UNIT - II

4. Discuss the topographic features of the European continent. [10]

5. Differentiate between the following and give their locations : [5+5]

- (a) Steppes and Savanas
- (b) Rain forests and taiga

#### UNIT - III

6. Describe the following : [5+5]

- (a) Himalayas
- (b) Indian deserts

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[P.T.O.]

7. Differentiate between : [5+5]
- (a) North Indian and South Indian rivers
  - (b) Western and Eastern Ghats

**UNIT - IV**

8. What attracts international tourists to : [5+5]
- (a) Kerala
  - (b) Uttar Pradesh
9. Draw the map of India and mark its major physical features. [10]

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## Question Paper Code : 5354

M.T.T.M. (Semester-II) Examination, 2017

TOURISM INDUSTRY ORIENTATION

[ MTTM-203 ]

Time : Three Hours]

[Maximum Marks : 70

**Note :** Answer five questions in all. **Question No. 1** is compulsory. Besides this, attempt **one** question from each unit.

1. Answer all. [6x5=30]
- (a) What is the scope of air cargo logistics ? Write about some major companies of air cargo.
  - (b) Write about the major tour operators of India.
  - (c) What do you mean by entrepreneurship ? Write about some recent entrepreneurial ventures associated with tourism sector.
  - (d) Write about the role of travel agency in tourism sector.

(e) Write short notes on :

- (i) Air Alliances
- (ii) Prominent No-frill carriers of India.
- (iii) Major online travel companies.

#### UNIT - I

- 2. Example the term tour operator. Write about the various types of tour operators. [10]
- 3. Write a detailed note on the history of travel agency business in India and world over. [10]

#### UNIT - II

- 4. Explain the term 'disintermediation' with reference to tourism sector. Critically assess the scenario of online travel companies in the coming future. [10]
- 5. FDI is even more important for the developing world/ economies. In reference to this relate FDI with the Indian aviation sector and comment on its impact. [10]

#### UNIT - III

- 6. Write a note on the scenario of hospitality sector in India. Answer the following in short : Concierge, name and information about prominent hospitality chains in India. [10]
- 7. Answer briefly the following : Express check in. Write a note on the classification of hotels as prescribed by ministry of tourism. Also comment on the potential of hospitality sector in India. [10]

#### UNIT - IV

- 8. What skill set is needed to make a career in event management ? Name some prominent event management companies in India. [10]
- 9. MICE as a form of tourism can catalyse tourism growth in India. Comment at large. [10]

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# Question Paper Code : 5355

M.T.T.M. (Semester-II) Examination, 2017

## INTERNATIONAL TOURISM PRODUCTS

[ MTTM-204 ]

Time : Three Hours]

[Maximum Marks : 70

**Note :** Answer **five** questions in all. Question **No. 1** is **compulsory**. Besides this, attempt **one** question from each unit.

1. Write short notes on any five of the following :[5x6=30]

- (a) Great Barrier Reef
- (b) Dinosaur Provincial park, Canada
- (c) Historic Cairo
- (d) Ogasawara Islands, Japan
- (e) Chitwan National Park, Nepal
- (f) New zealand Sub-Antarctic Islands

### UNIT - I

2. Describe any one cultural site of Thailand and Indonesia. [10]

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( 1 )

[P.T.O.]

3. How many cultural heritage sites are there in China?  
Describe any one. [10]

**UNIT - II**

4. Describe the potential of cultural tourism in any one  
European country. [10]
5. Discuss the attraction of natural sites of western  
Europe as a tourism product. [10]

**UNIT - III**

6. Africa is a favourite destination for wild life tourism.  
Comment and justify this statement. [10]
7. Describe any two natural sites of Australia. [10]

**UNIT - IV**

8. Discuss the heritage sites of USA. [10]
9. Describe the attractions of any two Latin American  
countries as tourism destination.

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# Question Paper Code : 5356

M.T.A. (T) Examination, 2017

( Semester-II )

**AIR TRAVEL SYSTEM & GDS**

[ MTTM-205 ]

Time : Three Hours]

[Maximum Marks : 35

**Note :** Answer **five** questions in all. Question **No. 1** is **compulsory**. Besides this, attempt **one** question from each unit.

1. Write down the steps of creating PNR in Amadeus with following details : [15]

(a) Name of Passengers :

(i) Mr. Kamal Agarwal 40 years

(ii) Mrs. Mansi Agarwal 35 years

(iii) Miss. Geeta Agarwal 07 years

(iv) Miss Pooja 01/01/2016(DOB)

- (b) Sector is LKO-DEL on 9W on 23 Jun.
- (c) Class L
- (d) Ticketing time limit is 10 Jun. till 1700.
- (e) Passenger contact number is 565454565.
- (f) Booking received from Mr. Yogesh.

#### UNIT - I

2. (a) Write short note on any one of the following:[2½]
  - (i) Computerized Reservation System and Global Distribution System
  - (ii) Bilateral Agreements
- (b) What do you understand about Freedom of Air? Explain 2, 4 and 6 freedom with the help of diagram. [2½]
3. Write down the code and hub city (code) for below mentioned airlines : [5]
  - (a) British Airways
  - (b) Emirates

- (c) Singapore Airlines
- (d) Oman Air
- (e) Air France

#### UNIT - II

4. Explain the procedure for International travel with the help of flow chart. [5]
5. What do you understand by Baggage concept in an airline ? Explain in detail. [5]

#### UNIT - III

6. What is passport ? Explain Indian Passport in detail.[5]
7. What do you understand by BSP ? Explain the role and importance of IATA and BSP. [5]

#### UNIT - IV

8. Write down the command to encode following in Amadeus : [5]
  - (a) Chicago (City)
  - (b) Germany (Country)

(c) Vistara (Airline)

(d) Heathrow (Airport)

(e) Boeing (Equipment)

9. How do you sign-in on Amadeus and explain about sign in areas ? Write down the command to jump to area B and sign out from all areas. [5]

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# Question Paper Code : 5357

M.T.A. (Semester-II) Examination, 2017

## COMMUNICATIVE ENGLISH

[ MTA-206 ]

Time : Three Hours]

[Maximum Marks : 70

**Note :** Answer **five** questions in all. Question **No. 1** is **compulsory**. Attempt **One** question from each of the Units I, II, III and IV.

1. Write short notes on **any five** of the following :[6×5=30]

- (a) Mechanical barrier
- (b) Channels of communication
- (c) Indent format in letter writing
- (d) Memo
- (e) Verbal communication
- (f) Horizontal communication

### UNIT - I

2. What is grapevine ? Explain the different types of grapevine and the advantages of grapevine. [10]
3. What is communication ? Discuss the 7 Cs of effective communication. [10]

### UNIT - II

4. Write a letter to your accommodation vendor requesting him to block 15 rooms (category of your choice) in his / her 4 star hotel. (Please note that you will be writing this letter in the capacity of a Tour Operator). [10]
5. Write a covering letter for your 'resume' which you are sending to the Human Resource Manager of an airline for the position of Assistant Manager at the Lucknow Airport. [10]

### UNIT - III

6. 'A good listener is a good communicator.' Give your views on the above statement. Support your answer with valid examples. [10]

7. Write short notes on the following : [10]

- (a) Para language
- (b) Role of appearance in communication

### UNIT - IV

8. Draw and explain David Berlo's model of communication. [10]
9. Define 'Interview' and discuss any four types of interviews of your choice. [10]

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## Question Paper Code : 5358

M.T.T.M.E.M. (Semester-II) Examination, 2017

### MARKETING & SPONSORSHIP MANAGEMENT

[ MTTMEM-201 ]

Time : Three Hours]

[Maximum Marks : 70

**Note :** Answer **five** questions in all. Question **No. 1** is **compulsory**. Besides this, attempt **one** question from each unit.

1. Write short notes on the following : [5×6=30]
- (a) Channel of distribution
  - (b) Marketing Mix
  - (c) Promotion Mix
  - (d) Target marketing
  - (e) Need of sponsorship
  - (f) Branding

### UNIT - I

2. Discuss Marketing management and also explain its concepts in brief. [10]
3. Marketing is a fundamental requirement of Event industry. Discuss in detail. [10]

### UNIT - II

4. Explain segmentation and its type in detail. [10]
5. Publicity is core element of event industry. Explain in brief. [10]

### UNIT - III

6. Design the line diagram of PLC and explain its element in brief. [10]
7. Event industry is based on market trend's of new innovation. Discuss in detail. [10]

### UNIT - IV

8. Discuss about the sponsorship management and its benefits. [10]
9. Branding of product is core concept of event industry. Explain in brief. [10]

## Question Paper Code : 5359

MTTM (EM) (Semester-II) Examination, 2017

SUPPLY CHAIN AND LOGISTICS OPERATION

[ MTTMEM-202 ]

Time : Three Hours]

[Maximum Marks : 70

**Note :** Answer **five** questions in all. Question **No. 1** is **compulsory**. Besides this, attempt **one** question from each unit.

1. Write short notes on the following : [5x6=30]
- (a) FIFO and LIFO
  - (b) Warehouse
  - (c) ERP
  - (d) Logistics operation
  - (e) Inventory control
  - (f) PLC

### UNIT - I

2. Discuss supply chain and its benefits. [10]

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( 1 )

[P.T.O.]

3. Explain Model of Distribution used in SCM in brief. [10]

**UNIT - II**

4. Define warehouse management and its importance in detail. [10]
5. Warehouse is key of effective Supply Chain Process. Discuss in brief. [10]

**UNIT - III**

6. Explain logistic operation and also discuss its functions in brief. [10]
7. "Logistic operation design is key factor of operation department of business organisation." Explain in detail. [10]

**UNIT - IV**

8. "Transportation is major aspect of SCM in national as well as international operation." Discuss in brief. [10]
9. "SCM is important feature of image branding of the company." Explain in detail. [10]

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## Question Paper Code : 5360

M.T.T.M.E.M. (Semester-II) Examination, 2017

### TOURISM & EVENT INDUSTRY ORIENTATION

[ MTTMEM-203 ]

Time : Three Hours]

[Maximum Marks : 70

**Note :** Answer **five** questions in all. Question **No.1** is **compulsory**. Besides this, attempt **one** question from each unit.

1. Answer **all** the questions : [6×5=30]
- (a) What characterises entrepreneurship ? Give examples of some recent entrepreneurs related to tourism sector.
  - (b) Explain the term Travel Agency.
  - (c) Write briefly about some prominent travel intermediaries in India.
  - (d) Write briefly about major hospitality chains in India. Also mention the characteristics of Indian hospitality sector.

(e) Give examples of the following :

- (i) prominent online travel portals
- (ii) no-frill carriers
- (iii) major air alliances

#### UNIT - I

- 2. Enumerate the different types of tour operators. [10]
- 3. How has the travel agency business evolved in the world and in India ? [10]

#### UNIT - II

- 4. In reference to the scenario of aviation in India, comment on the series of FDI reforms done in the recent past in the sector. [10]
- 5. Write a note on the scope of online travel companies in India. What is disintermediation ? [10]

#### UNIT - III

- 6. Explain the following terms with reference to the hospitality sector : (i) Live Kitchen, (ii) Concierge and

(iii) Express check in. Write briefly about the potential of hospitality sector in India. [10]

- 7. What is Air Cargo Logistics ? Explain the scope of the sector and major companies. [10]

#### UNIT - IV

- 8. How can India utilize MICE as a trump card for developing tourism ? [10]
- 9. Write down the prominent companies of India associated with event management. Also mention the skills which are needed to excel in the aforesaid field. [10]

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# Question Paper Code : 5361

MT MEM (Semester-II) Examination, 2017

Technology for Event Management

MTMEM-204

Time : Three Hours

Maximum Marks : 70

**Note :** Answer five questions in all. Question No.1 is compulsory. Besides this, attempt one question from each unit.

1. Elaborate : [6x5=30]
- (a) E-mail
  - (b) Power Point Presentation
  - (c) Internet
  - (d) Database
  - (e) Website
  - (f) Video Chat / Conferencing

## UNIT - I

2. What is significance of technology in event management? [10]

ITS-3569/100

(1)

[P.T.O.]

3. What are webinars ? Explain. [10]

**UNIT-II**

4. How the smart-phone revolutionised the event management industry ? Explain. [10]
5. How will event technology help you to grow your business ? [10]

**UNIT - III**

6. How will event technology improve any relationship with exhibitors and attendee ? [10]
7. How has Internet impacted the event management industry ? Explain with suitable example. [10]

**UNIT-IV**

8. How technology is changing the way we plan and experience events ? [10]
9. Trends of event technology in 2017. [10]

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# Question Paper Code : 5362

MTTM-EM Examination, 2017

( Semester-II )

## ADVERTISING AND SALES PROMOTION

[ MTTM-EM-205 ]

Time : Three Hours]

[Maximum Marks : 70

**Note :** Answer **five** questions in all. Question **No. 1** is **compulsory**. Besides this, attempt **one** question from each unit.

1. Write short notes on any 5 (five) of the following: [5x6=30]

- (a) Product
- (b) Service
- (c) Place
- (d) Price
- (e) Promotion
- (f) Process

### UNIT - I

2. Define 'Advertising' and discuss the role of communication in advertising. [10]
3. What is "Marketing Mix" ? Throw light on the 3 Ps of extended marketing mix in the service sector. [10]

### UNIT - II

4. "Research is a pre-requisite for any advertising strategy." Discuss. [10]
5. "Audience evaluation is a critical factor for any advertising strategy." Give your views in favour or against the above Statement, support your answer with valid examples. [10]

### UNIT - III

6. Discuss the regulation that govern online advertising and promotion. [10]
7. Write short notes on the following : [5x2=10]
  - (a) Advertising through 'Radio'
  - (b) Advertising through 'Magazine's

### UNIT - IV

8. Deliberate on the advantages and limitations of sales promotion. [10]
9. 'Sales promotion is an effective tool for managing Brand Equity.' Discuss. [10]

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# Question Paper Code : 5363

MTTM EM (Semester-II) Examination, 2017

## COMMUNICATIVE ENGLISH

[ MTTMEM-206 ]

Time : Three Hours]

[Maximum Marks : 70

**Note :** Answer **five** questions in all. Question **No. 1** is **compulsory**. Besides this, attempt **one** question from each unit.

1. Write short notes on **any five** of the following :[6×5=30]

- (a) Define 'Interview' in your words.
- (b) Effective listening
- (c) Format of 'block letter'
- (d) Notice
- (e) Cluster grapevine
- (f) Miscommunication

### UNIT - I

2. What are the various objectives of business communication ? [10]
3. Throw light on the different types and forms of communication through a flow chart. Briefly explain each component of the flow-chart. [10]

### UNIT - II

4. Write a covering letter for your 'Resume' which you are sending to the Human Resource Manager of an event management company, for the post of Executive Trainee, in their organisation. [10]
5. Write an apology letter to your customers as you are not able to present your proposal to him/her on the appointed date and require a time of 5 more days for preparing and presenting your proposal. [10]

### UNIT - III

6. Discuss the factors which influence oral presentations, support your answer with examples. [10]

7. Deliberate on the role of various aspects of non-verbal communication in a professional setting. [10]

### UNIT - IV

8. Write short notes on the following : [10]
  - (a) Demo Interview
  - (b) Luncheon Interview
9. Draw and explain the Westley and MacLean model of communication. [10]

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# Question Paper Code : 5364

MTA (Semester-IV) Examination, 2017

## BUSINESS ENVIRONMENT

[ MTA-401 ]

Time : Three Hours]

[Maximum Marks : 70

**Note :** Answer **five** questions in all. Question **No. 1** is **compulsory**. Besides this, attempt **one** question from each unit.

1. Write short notes on the following : [6x5=30]

(a) FERA

(b) SEBI

(c) TFCI

(d) IMF

(e) WTO

(f) ADB

### UNIT - I

2. Define Business Environment and its needs in brief.

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( 1 )

[10]  
[P.T.O.]

3. Discuss Environmental Analysis and its benefits. [10]

**UNIT - II**

4. Explain CSR and need of CSR for Social Welfare in detail. [10]
5. Write a detailed note on developing vs. developed nation economy. [10]

**UNIT - III**

6. Discuss about the Exim bank and its role in Export and Import business in India. [10]
7. Explain LPG and the benefits of LPG model for developing nation economy. [10]

**UNIT - IV**

8. What are the main objectives of World Bank ? [10]
9. Comment on Current Perspective of Business Environment in national and international market perspective. [10]

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# Question Paper Code : 5365

M.T.A. (Semester-IV) Examination, 2017

## NEW AGE TOURISM

[ MTA-402 ]

Time : Three Hours]

[Maximum Marks : 70

**Note :** Answer **five** questions in all. Question **No. 1** is **compulsory** and select **one** question from each Unit.

1. Explain the following : [5x6=30]
- (a) Photography is increasingly becoming more popular as a sole motivator for travel. Explain photographic tourism.
  - (b) What characterises 'New Age' tourism ?
  - (c) What is Antarctic tourism ?
  - (d) Explain Literary tourism. What is the role of literary festivals in promoting aforesaid form of tourism ?
  - (e) Write short notes on the following :

- (i) Virtual Tourism
- (ii) Film Tourism
- (iii) Urban Tourism

#### UNIT - I

- 2. Explain Special Interest Tourism (SIT) with relation to New Age Tourism, Give examples. [10]
- 3. What is mass tourism ? What factors have contributed in the rise of mass tourism ? Explain the term 'experience economy' with reference to tourism. [10]

#### UNIT - II

- 4. Critically evaluate festival tourism. [10]
- 5. Considerable amount of tourist expenditure is on food. In this context, explain food tourism with examples. [10]

#### UNIT - III

- 6. Significant developments have taken place in the field of space tourism in the past few years. Elaborate upon them with an explanation of space tourism. [10]

- 7. Write a detailed note on the potential of Sports Tourism. [10]

#### UNIT - IV

- 8. Indulgence in wellness is a buzz activity these days especially in metros. Explain the scope of wellness tourism in India. [10]
- 9. Write a detailed note on Pro-poor Tourism. [10]

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# Question Paper Code : 5366

M.T.A. (Semester-IV) Examination, 2017

## BUSINESS PRESENTATION SKILLS

(MTA-403)

Time : Three Hours

Maximum Marks : 70

**Note :** Answer **five** questions in all. Question **No.1** is **compulsory**. Besides this, attempt **one** question from each unit.

1. Write short notes on **any five** of the following :[5×6=30]

(a) Explain the term 'Interview' in your own words.

(b) Video conferencing

(c) Explain the term 'Report'

(d) Oral Presentation

(e) SWOT

(f) Horizontal Communication

### UNIT - I

2. Deliberate on the different barriers to communication. Discuss any two barriers of your choice. [10]
3. Write short notes on : [5×2=10]
  - (a) Stress Interview
  - (b) Group Interview

### UNIT - II

4. 'E-mail is one of the prominent medium of business communication.' Discuss the e-mail etiquettes to be followed while drafting a business e-mail. [10]
5. 'Talk Conferencing' is an important component of Modern Technology and Communication. Explain the above statement in detail. [10]

### UNIT - III

6. 'Public speaking in its various forms is an essential Business Presentation Skill.' Give your view on the above statement and support your answer with examples. [10]

7. Discuss the various components of body language and their utility in detail. [10]

### UNIT - IV

8. What are the objectives of a business presentation ? [10]
9. What are do's and don't of a Power Point Presentation? [10]

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# Question Paper Code : 5367

MTTMEM (Semester-IV) Examination, 2017

**BUSINESS ENVIRONMENT**

[ MTTMEM-401 ]

Time : Three Hours]

[Maximum Marks : 70

**Note :** Answer **five** questions in all. Question **No. 1** is **compulsory**. Besides this, attempt **one** question from each unit.

1. Write short notes on the following : [5×6=30]

(a) FEMA

(b) MNC'S

(c) ADB

(d) SEBI

(e) World Bank

(f) TFCI

### UNIT - I

2. Discuss Business environment and need for studying in professional courses. [10]
3. Explain Environmental Analysis and its benefits. [10]

### UNIT - II

4. Comment on LPG model and benefits of globalization in brief. [10]
5. Comment on Economic transition in India. [10]

### UNIT - III

6. Comment on Exim Bank and its function. [10]
7. What is CSR and give the need of CSR for local society ? [10]

### UNIT - IV

8. Give the objective of WTO and its role of improving business condition in developing nation. [10]
9. In the Era of business invention and innovation, technology adoption is a crucial factor for survival of any business. Explain. [10]

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# Question Paper Code : 5368

MTT MEM Examination, 2017

( Semester-IV )

**PUBLIC RELATIONS & MEDIA**

**MANAGEMENT**

[ MTTMEM-402 ]

**Time : Three Hours**

**Maximum Marks : 70**

**Note :** Answer **five** questions in all. Question **No.1** is **compulsory**. Besides this, attempt **one** questions from each unit.

1. Write short notes on the following : [5×6=30]
- (a) Media Management
  - (b) Silence as a communication
  - (c) Eye contact
  - (d) Body language
  - (e) Communication barriers
  - (f) Paralinguistics

### UNIT - I

2. What is the Communication Process ? Explain the various components of the communication process in detail. [10]
3. Explain the different functions of public relations ?[10]

### UNIT - II

4. "Non-verbal communication is not a part of effective communication." Give your views either in support or against the above statement. [10]
5. What do you understand by Persuasive writing ? Explain the traditional structure of persuasive writing. [10]

### UNIT - III

6. Discuss the process of managing a news conference and handling of Media pressure. [10]
7. What is the importance of Media Management ? [10]

### UNIT - IV

8. What is the process of Corporate Public Relations ?[10]

9. Explain the term "Crisis Management" and discuss its role in corporate public relations. [10]

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# Question Paper Code : 5369

B.B.A.(T) (Semester-II) Examination, 2017

## HUMAN RESOURCE MANAGEMENT

[ BTA-201 ]

Time : Three Hours]

[Maximum Marks : 70

**Note :** Answer **five** questions in all. Question **No. 1** is **compulsory**. Besides this, attempt **one** question from each unit.

1. Write short notes on the following : [5x6=30]
- (a) Need of HRM
  - (b) Job Analysis
  - (c) Promotion
  - (d) Job design
  - (e) Man power planning
  - (f) Selection

### UNIT - I

2. Define HRM and Its objective. [10]
3. Discuss HRP and Its benefits. [10]

### UNIT - II

4. Discuss about the Recruitment and method of recruitment. [10]
5. "Training and development" is a important need of tourism industry. Comments in detailed. [10]

### UNIT - III

6. Explain Performance Appraisal and its methods. [10]
7. "Performance Appraisal is a important work of human department." Explain in brief. [10]

### UNIT - IV

8. Define Grievance. And discuss the procedure of Grievance handling in an business enterprise. [10]
9. HRM is a major issue of Hospitality industry. Discuss in brief. [10]

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# Question Paper Code : 5370

BBA (T) Examination, 2017

(Semester-II)

## TOURISM PRODUCTS

(BTA-202)

Time : Three Hours

Maximum Marks : 70

**Note :** Answer five questions in all. Question No.1 is compulsory. Besides this, attempt one question from each unit.

1. Write short notes on the following : [6×5=30]

(a) UNESCO

(b) ASI

(c) Bodh Gaya

(d) Sun Temple

(e) Trekking

**UNIT - I**

2. Explain the classification of Tourism Products. [10]
3. Discuss the role of ASI in conserving Tourism Products. [10]

**UNIT - II**

4. Explain the architecture of Harappa. [10]
5. Write the detail about Orissan Temples. [10]

**UNIT - III**

6. Write briefly about Ajanta and Ellora. [10]
7. Explain the types of Museums in India. [10]

**UNIT - IV**

8. What is Deserts Tourism ? Discuss. [10]
9. Explain about Andaman and Nicobar Islands. [10]

---- x ----

# Question Paper Code : 5371

B.B.A. (T) (Semester-II) Examination, 2017

## COMPUTER APPLICATION

[ BTA-203 ]

Time : Three Hours]

[Maximum Marks : 35

**Note :** Answer **five** questions in all, including Question **No.1** which is **compulsory**. Attempt four other questions, selecting **one** question from each unit.

1. Write short notes on : [3x5=15]
- (a) Advantages and disadvantages of computer
  - (b) CPU function diagram
  - (c) Explain Windows 10 start menu
  - (d) Draw a diagram of MS-Word window
  - (e) Explain Find & Replace in MS-Word

### UNIT - I

2. What do you understand by components of computer ?  
Explain its various components along with diagram in detail  
[5]
3. What is operating system ? Explain the characteristics of  
operating system in detail. [5]

### UNIT - II

4. What is MS-Windows 10 ? Explain its main features in  
detail. [5]
5. What is Control Panel ? Why it is called Control Panel?  
Explain its components. [5]

### UNIT - III

6. What is MS Word ? Explain its main features in detail. [5]
7. Elaborate : [5]
  - (a) Page layout
  - (b) Paragraph Tab
  - (c) Borders & Shading

### UNIT - IV

8. What is Internet ? Explain its advantages and  
disadvantages in detail. [5]
9. What is Email ? Explain email features in detail. [5]

----- x -----

# Question Paper Code : 5372

B.B.A. (Tourism) Examination, 2017

( Semester-II )

## DESTINATION MAPPING (WORLD)

[ BTA-204 ]

Time : Three Hours]

[Maximum Marks : 70

**Note :** Answer **five** questions in all. Question **No.1** is **compulsory**. Besides this, attempt **one** question from each unit.

1. Draw the world map and mark the following : [15+15]

- (a) London
- (b) Cascade Mountains
- (c) Great dividing range
- (d) R. Rhine
- (e) Alps
- (f) Washington DC
- (g) Andes
- (h) Congo Basin

- (i) Caribbean Sea
- (j) Gobi desert
- (k) Ural mountains
- (l) Red Sea
- (m) Kailash range
- (n) Appalachian Mountains
- (o) Tasmania

**UNIT - I**

2. Name the Capital and Currency of the following countries : [10]

- (a) USA
- (b) Australia
- (c) France
- (d) China
- (e) Japan
- (f) Thailand
- (g) Argentina

- (h) Switzerland
- (i) Sri Lanka
- (j) UAE

3. Name the airport and the airport code of the following cities : [10]

- (a) New York
- (b) London
- (c) Toronto
- (d) Amsterdam
- (e) Frankfurt
- (f) Cairo
- (g) Colombo
- (h) New Delhi
- (i) Moscow
- (j) Dubai

**UNIT - II**

4. Describe the physical features of the African Continent.

[10]

5. Describe the physical features of the South American Continent. [10]

**UNIT - III**

6. Describe the climate and prospects of tourism in :[5+5]
- (a) USA
- (b) Australia
7. Discuss the prospect of any two European Countries that are amongst the top ten destinations of the world.[10]

**UNIT - IV**

8. Give the visa formalities required to travel to USA from India. [10]
9. What is the importance of health regulation for international travel ? Give the precautions one should take to visit an African country. [10]

----- X -----

# Question Paper Code : 5373

B.B.A. (T) Examination, 2017

( Semester-II )

CULTURAL TOURISM

[ BTA-205 ]

Time : Three Hours]

[Maximum Marks : 70

**Note :** Answer **five** questions in all. Question **No. 1** is **compulsory**. Besides this attempt **one** question from each unit.

1. Write short notes on the following : [5x6=30]
- (a) Garba
  - (b) Hola Mohalla
  - (c) Kathak
  - (d) Snake Boat Festival
  - (e) Maru Mahotsav
  - (f) Elephant march

### UNIT - I

2. What is culture? Discuss its role in the promotion of Tourism Industry. [10]
3. Why Tourism Industry needs that 'Heritage' must be preserved? Discuss the role of NGOs in preservation of Indian heritage. [10]

### UNIT - II

4. Classify the different Indian musical instruments into different categories and give details of any one of the important musical instrument. [10]
5. Write short notes on the following : [5x2=10]
  - (a) Char Dham
  - (b) Four Ashrams

### UNIT - III

6. Write an essay on the institution of pilgrimage in Indian culture. [10]
7. Write short notes on the following : [5x2=10]

- (a) Pushkar Fair
- (b) South Indian Cuisine

### UNIT-IV

8. What do you understand by the term ' Promotional Event'? Do they really play any role in Tourism Business? [10]
9. Write short notes on the following : [5x2=10]
  - (a) Ethnic Tourism
  - (b) Specific Area Development

----- X -----

# Question Paper Code : 5374

BBA(T) (Semester-IV) Examination, 2017

## HOTEL MANAGEMENT

[ BTA-401 ]

Time : Three Hours]

[Maximum Marks : 70

**Note :** Answer **five** questions in all. Question **No. 1** is **compulsory**. Besides this, attempt **one** question from each unit.

1. Write short notes on the following : [5×6=30]
- (a) Star Categories of Hotel
  - (b) Heritage Hotel
  - (c) Motel
  - (d) Method of Payments
  - (e) Group Arrival
  - (f) F & B

### UNIT - I

2. Define Hotel and discuss the classification of hotel on the basis of size and location. [10]

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( 1 )

[P.T.O.]

3. Describe Front office and its function. [10]

**UNIT - II**

4. Discuss the front office co-ordination with other departments in hotel. [10]
5. Explain in brief the type of room rates offered by hotel. [10]

**UNIT - III**

6. How will you organise a VVIP arrival ? [10]
7. Front office is a image developing department of hotel. Explain in detail. [10]

**UNIT- IV**

8. Design a line diagram of House keeping department of hotel and also explain the function of house keeping. [10]
9. Write short notes on :
- (a) Cleaning equipment and agents [5]
- (b) Linen and Linen room in hotel [5]

----- X -----

# Question Paper Code : 5375

BBA(T) (Semester-IV) Examination, 2017

AIRLINES OPERATIONS TICKETING & GDS

(BTA-402)

Time : Three Hours

Maximum Marks : 35

**Note :** Answer **five** questions in all. Question **No.1** is **compulsory**. Besides this, attempt **one** question from each unit. Use of simple calculator is allowed.

1. Construct the cheapest fare for the following:

Booking and issue a ticket to Mr. Vishesh Khanna

Following are the details of the booking :

1. EK 761 Y 24 JAN DEL DXB HK1 0400 0800
2. UA 442 Y 27 JAN DXB LON HK1 1000 1430
3. UA 7641 Y 05 FEB LON CPH HK1 0845 1315
4. UA 456 Y 09 FEB CPH FRA HK1 1315 1755

PNR : UA/65TGHD

BAGGAGE : ? (As per the routing)

ENDORSEMENT : NON END/NON RERT

FORM OF PAYMENT : CASH

DATE & PLACE OF ISSUE/VALIDATE TKT :

ABC TRAVELS

14-31234 5

(TODAY'S DATE)

ROE 54.50

TAXES TAX 225WO TAX 359AE TAX 730FR

TAX 58IZ 300YR

TAX 1650US TAX1550GB

ECONOMY CLS FARES, MPMs & TPMs

FROM	TO	TPM	OW-NUC	RT-NUC	GI/MPM
DELHI	DUBAI	1360	434.89	724.83	EH1632
	COPENHAGEN	3820	2023.8	3113.4	EH5682
	FRANKFURT	3804	2023.8	3113.4	EH5152
	LONDON	4169	2180.33	3354.29	EH5598
	CHICAGO	7476	3118.8	5359.16	AT10206
DUBAI	DELHI	1360	604.56	1097.47	EH1632
	COPENHAGEN	2994	1990.7	3314.21	EH4372
	FRANKFURT	3008	1731.99	2883.93	EH3944
	LONDON	3403	1745.61	2905.72	EH4304
	CHICAGO	7200	2627.07	4548.83	AT9009
COPENHAGEN	DELHI	3821	3292.01	5060.47	EH5394
	DUBAI	2994	3816.25	5870.93	EH4372
	FRANKFURT	422	404.5	506.04	EH506
	LONDON	594	404.5	506.04	EH702
	CHICAGO	4262	3303.53	5678.58	AT5114

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( 2 )

FRANKFURT	DELHI	3804	3329.18	5120.68	EH5152
	DUBAI	3008	3296.9	5072.26	EH3944
	COPENHAGEN	422	404.5	507.22	EH506
	LONDON	3256	404.5	507.22	EH4051
	CHICAGO	4334	2953.21	5092.12	AT5200
LONDON	DELHI	4169	3170.21	4875.69	EH5598
	DUBAI	3403	2900.93	4461.56	EH4304
	COPENHAGEN	594	404.5	507.22	EH712
	FRANKFURT	396	404.5	507.22	EH475
	CHICAGO	3953	4200.43	6460.79	AT4743
CHICAGO	DELHI	7479	3812	5864	AT10206
	DUBAI	7200	5181	8211	AT9009
	COPENHAGEN	4262	2417	4487	AT5114
	FRANKFURT	4334	3372	5187	AT5200
	LONDON	3953	3372	5187	AT4743

UNIT - I

2. (a) Decode the following cities and write their IATA areas and country :

(i) YYZ

(ii) FRA

(iii) SIN

(iv) CHC

(v) DUS

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( 3 )

[P.T.O.]

(vi) JNB

(vii) JAI

(viii) MOW

(ix) SXR

(x) SHA

- (b) Calculate excess mileage surcharge (EMS) for the following :

	MPM	TPM	EMS
(i)	5250	5950	-----
(ii)	6700	6990	-----
(iii)	3300	3300	-----
(iv)	4290	3750	-----
(v)	5000	5001	-----

3. (a) Define the fourth, fifth and sixth freedom of air (with example).
- (b) What is the Global Indicators (GI) for the following journeys ?

(i) DELHI SHARJAH MILAN .....

(ii) ISTANBUL NEW YORK TOKYO .....

(iii) PUNE MANILA SEATTLE .....

(iv) MEXICO BOSTON DETROIT .....

(v) TORONTO BERLIN MILAN .....

#### UNIT- II

4. (a) Define the types of baggage concepts and mention the free baggage allowance.
- (b) Write the communication assuming you are the travel agent and taking a reservation from a passenger.
5. (a) Define round trip journey and open jaw journey with example.
- (b) Define the kind of jaw in the below routings :

(i) YYC FRA // LON MUC YYZ

(ii) BOM MOW // AUH BOM

(iii) HYD VIE NYC // LHR HYD

(iv) DEL HKG AKL BOM

(v) DEL BER // VCE JED

### UNIT-III

6. (a) Describe the major documents required for travel from India.
- (b) What is TIM ?
7. Define the following with example :
- (i) Transfers
- (ii) Round Trip Journey
- (iii) HIP Check
- (iv) Circle Trip Minimum Check

### UNIT- IV

8. Define Back Haul check in detail.
9. Calculate the fare for the following return journey in economy class and advise whether this is a Round Trip or a Circle Trip ? [10]

Note : To construct fare take the values of NUC, ROE, TPM and MPM/GI from chart provided in the question paper.

DELHI

DUBAI

LONDON

CHICAGO

FRANKFURT

DELHI

----- X -----

# Question Paper Code : 5376

B.B.A. (Semester-IV) Examination, 2017

## TOURISM

( Event Management in Tourism )

[ BTA-403 ]

Time : Three Hours]

[Maximum Marks : 70

**Note :** Answer **five** questions in all. Question **No.1** is **compulsory**. Besides this, attempt **one** question from each unit.

1. Write short notes on any five of the following :[5x6=30]
  - (a) Characteristics of events
  - (b) Positives and negatives of career in events
  - (c) Role of an event manager
  - (d) Skills required by event planners
  - (e) Planning a surprise party
  - (f) Internal and external events

### UNIT - I

2. What are events ? Classify them giving suitable examples. [10]
3. What changes has the event industry witnessed today as compared to a decade ago ? [10]

### UNIT - II

4. What is event planning and the various tasks related to it ? [10]
5. Who are event co-ordinators and what role they play in an event firm ? [10]

### UNIT - III

6. What are special events ? Give the steps to make the event, a success. [10]
7. Write short notes on : [5+5]
  - (a) Fund raising party
  - (b) Children's events

### UNIT - IV

8. What is a business event ? Give its scope in India. [10]
9. Write short notes on : [5+5]
  - (a) Trade fairs
  - (b) Executive retreats and incentive programmes

----- x -----

# Question Paper Code : 5377

B.B.A. (T) Examination, 2017

( Semester-IV )

## TRAVEL WRITING

[ BTA-404 ]

Time : Three Hours]

[Maximum Marks : 70

**Note :** Answer **five** questions in all. Question **No. 1** is **compulsory**. Besides this, attempt **one** question from each of the Units I, II, III and IV.

1. Write short notes on **any five** of the following :[6×5=30]

- (a) Travelogues
- (b) Quoting
- (c) Brochure
- (d) Travel Magazines
- (e) Referencing
- (f) Travel Portal

### UNIT - I

2. 'Ethics in writing is crucial factor which decides the authenticity and originality of any literary work.' Discuss. [10]
3. Constructing an impressive and effective paragraph is a must for all kinds of writing. Discuss in detail the steps of writing a good paragraph. [10]

### UNIT - II

4. Write in detail the process of developing a Travel Brochure. [10]
5. Define a Travel Journal in your own words and deliberate on the various components of a Travel Journal. [10]

### UNIT - III

6. Discuss the role and importance of 'Videography' in the promotion of Tourist destinations. [10]
7. What is a promotional letter ? Explain the purpose of writing promotional letters. [10]

### UNIT - IV

8. Discuss the objectives, purpose and importance of developing posters for tourism promotion. [10]
9. What are the advantages and disadvantages of handbills as a promotional tool in tourism ? [10]

----- x -----

# Question Paper Code : 5378

B.B.A. (T) Examination, 2017

( Semester-IV )

## RESEARCH METHODOLOGY IN TOURISM

Time : Three Hours]

[Maximum Marks :70

**Note :** Answer **five** questions in all. Question **No. 1** is **compulsory**. Besides this, attempt **one** question from each unit.

1. Define the following : [5x6=30]
- (a) Descriptive research design
  - (b) Conceptual Vs Empirical research
  - (c) Various methods of data collection
  - (d) Hypothesis
  - (e) Types of Reports
  - (f) Stratified Sampling

### UNIT - I

2. What do you mean by research methodology ? Explain the significance of research in different sectors of tourism industry. [10]
3. "Research is much concerned with proper fact finding, analysis and evaluation." Do you agree with this statement? Briefly describe the different steps involved in a research process. [10]

### UNIT - II

4. What is a research problem ? Explain the characteristics of a good research problem. [10]
5. "The study of research methodology has now become an essential part of every field." Discuss the growth of research in tourism industry in India. Explain with suitable examples. [10]

### UNIT - III

6. Define the following : [10]
  - (a) Identification of a research problem.
  - (b) Primary data and Secondary data along with its sources.

7. What is sample design ? Discuss the significance of sampling in the process of research. Also explain any two types of non-random sampling methods. Explain with examples. [10]

### UNIT - IV

8. Explain different types of research. Give the difference between Qualitative and Quantitative research. Explain briefly. [10]
9. What is the significance of report writing in the process of research ? Describe briefly, the layout of a research reports, covering all the relevant points. [10]

----- x -----

# Question Paper Code : 5379

B.T.A. (Semester-VI) Examination, 2017

## TOURISM LAWS

(BTA-601)

Time : Three Hours]

[Maximum Marks : 70

**Note :** Answer **five** questions in all. Question **No.1** is **compulsory**. Besides this, attempt **one** question from each unit.

1. Answer all : [6x5=30]
- (a) Write a note on Hotel Receipts Tax Act 1980
  - (b) What is air way bill ?
  - (c) What are scheduled and non-scheduled goods as per Carriers Act of 1865.
  - (d) What are the voluntary methods of consumer protection.

(e) Differentiate between common carrier and private carrier ?

(f) What is Antiquities & Art Treasures Act ?

#### UNIT - I

2. What kind of legal issues arise with reference to the business of tour operations ? [10]
3. How a consumer is empowered through consumer protection act ? Explain. [10]

#### UNIT - II

4. (a) With reference to carriage of goods by sea explain the term charter party and bill of loading. [10]
- (b) Explain schedule one and two with reference to Carriage of Air Act 1972.
5. Write a note on financial and non financial incentives available to tourism industry. [10]

#### UNIT - III

6. Explain in detail the wildlife protection act. [10]

7. What is Ancient Monument and Archaeological sites & Remains Act ? [10]

#### UNIT-IV

8. Explain foreigners Act [10]
9. What is Passports Act ? [10]

----- x -----

# Question Paper Code : 5380

BBA (T) Examination, 2017

( Semester-IV )

## TOURISM DEVELOPMENT AND GOVT. POLICY

[ BTA-602 ]

Time : Three Hours]

[Maximum Marks : 70

**Note :** Answer **five** questions in all. **Question No. 1** is **compulsory**. Besides this, attempt **one** question from each unit.

1. Answer all : [5x6=30]
- (a) What is Tourism Finance Corporation of India Limited ?
  - (b) Write about the Incredible India Campaign
  - (c) What is 'Heritage Arc' with reference to the state of Uttar Pradesh ?
  - (d) What initiatives have been taken by the state of Gujrat to promote tourism

- (e) Write about the steps involved in tourism planning
- (f) What are the environmental consequences of unplanned tourism development ?

#### UNIT - I

2. Write at length about factors which should be considered while making a plan to develop tourism. [10]
3. What do you understand by Tourism Planning ? What are the socio-cultural consequences of unplanned development of tourism. [10]

#### UNIT - II

4. Explain the term tourism policy. What is its use ? How have the policies in India evolved ? [10]
5. Write in detail about the present developments regarding the national tourism policy of India. [10]

#### UNIT - III

6. Kerala is one of the most sought after destination in India. Explain the plan adopted by the state to promote its tourism. [10]

7. How ministry of tourism, government of India accomplishing its role to promote tourism ? Comment. [10]

#### UNIT-IV

8. Write a detailed note on the concept of heritage hotels in India along with their classification. Also mention in brief about any four leading heritage properties in India. [10]
9. Write short notes on : [5+5]
- (a) Khajuraho Mahotsava
- (b) Taj Mahotsava

----- x -----

# Question Paper Code : 5381

B.B.A. (T) Examination, 2017

( Semester-VI )

## ENTREPRENEURSHIP DEVELOPMENT IN TOURISM

[ BTA-603 ]

Time : Three Hours]

[Maximum Marks : 70

**Note :** Answer **five** questions in all. Question **No.1** is **compulsory**. Besides this, attempt **one** question from each unit.

1. Write short notes on **any five** of the following : [5x6=30]

- (a) Market Research
- (b) Motivation
- (c) Angel Financing
- (d) Partnership
- (e) Tourism Enterprises
- (f) Promotion

### UNIT - I

2. Deliberate on the term 'Entrepreneur'. Discuss the qualities required in an entrepreneur to succeed. [10]
3. Discuss the impacts of schemes like 'Make in India' and 'Start-up India' on the entrepreneurial efforts of new entrants in the Tourism Industry. [10]

### UNIT - II

4. Throw light on the importance of procuring the 'Right site' for your entrepreneurial venture. (Support your answer with example) [10]
5. Discuss the various terms and conditions that need to be fulfilled for gaining approval from the Department of Tourism (State level) for a Tour Operation business. [10]

### UNIT - III

6. Write short notes on : [5x2=10]
  - (a) Proprietorship
  - (b) Public Limited Company

7. What is a Business Plan ? Describe the various components of a business plan. [10]

### UNIT - IV

8. "Budgeting of Time and Funds go hand in hand." Give your views on the above statement and support your answer with valid examples. [10]
9. 'Customer is the Focal Point of Every Business', keeping in mind the above statement discuss the process of Marketing as 'Customer' in its centre. [10]

----- x -----

# Question Paper Code : 5382

BBA (T) (Semester-VI) Examination, 2017

## BUSINESS ENVIRONMENT

(BTA-604)

Time : Three Hours

Maximum Marks : 70

**Note :** Answer five questions in all. Question No.1 is compulsory. Besides this, attempt one question from each unit.

1. Write short notes on the following : [6x5=30]
- (a) Policy
  - (b) Market
  - (c) Business
  - (d) Capital
  - (e) Trading

### UNIT-I

2. What is ETOP ? Discuss. [10]
3. Explain the competitive analysis of industry. [10]

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(1)

[P.T.O.]

**UNIT - II**

4. Write a detailed essay on social responsibility of Business. [10]
5. Discuss the corporate governance and its Role in tourism. [10]

**UNIT - III**

6. Explain the work of GATT. [10]
7. What is WTO ? Explain. [10]

**UNIT - IV**

8. Discuss the Industrial Policy of India. [10]
9. What is SEBI ? Explain. [10]

---- x ----

# Question Paper Code : 5383

B.H.M. (Semester-IV) Examination, 2017

ACCOMMODATION OPERATION-IV

[ BHM-401 ]

Time : Three Hours]

[Maximum Marks : 70

**Note :** Answer **five** questions in all. Question **No. 1** is **compulsory**. Besides this, attempt **one** question from each unit.

1. Write short notes on the following : [5x6=30]
- (a) Different types of keys
  - (b) Security measures
  - (c) Lost and found
  - (d) Procedures to handle key theft
  - (e) Discrepancy Report
  - (f) Sleep out

### UNIT - I

2. Explain organisational chart of five star hotel and Explain in brief. [10]
3. Explain the function of Linen Room in the hotel. [10]

### UNIT - II

4. Explain different types of floorings used in the hotel.[10]
5. Describe the care and cleaning method of floorings of different department ? [10]

### UNIT - III

6. What point you will consider while selecting a carpet for the hotel's various department ? [10]
7. How will you clean the carpet in the hotel ? [10]

### UNIT - IV

8. What is fabrics ? Explain the different types of fabrics?[10]
9. Explain care and cleaning of different wall coverings. [10]

----- X -----

# Question Paper Code : 5384

B.H.M. (Semester-IV) Examination, 2017

FRONT OFFICE OPERATION - IV

[ BHM-402 ]

Time : Three Hours]

[Maximum Marks : 70

**Note :** Answer **five** questions in all. Question **No. 1** is **compulsory**. Besides this, attempt **one** question from each unit.

1. Write short notes on the following : [5x6=30]
- (a) Information racks
  - (b) Message slip
  - (c) Handling guest mail
  - (d) Types of exchange
  - (e) Debit and Credit Card
  - (f) Guest Relation Executive

**UNIT - I**

2. Explain procedure for handling and accepting the foreign exchange. [10]
3. What are the duty of a Bell Captain in the hotel ? [10]

**UNIT - II**

4. Explain the duty of a Night Auditor. [10]
5. Explain the duty and responsibility of a Telephone Operator. [10]

**UNIT - III**

6. What is the importance of a safe deposit vaults in a hotel ? [10]
7. What will you do in a Emergency situation like Fire in the hotel ? [10]

**UNIT - IV**

8. Explain the duties and responsibility of a Duty Manager. [10]

9. Discuss the following : [10]

- (a) VIP
- (b) WVIP
- (c) CIP
- (d) No show
- (e) Sleep out

----- x -----

# Question Paper Code : 5385

BHM (Semester-IV) Examination, 2017

FOOD AND BEVERAGE SERVICE-IV

[ BHM-403 ]

Time : Three Hours]

[Maximum Marks : 70

**Note :** Answer **five** questions in all. Question **No.1** is **compulsory**. Besides this, attempt **one** question from each unit.

1. Write short notes on the following : [5×6=30]

- (a) Production of spirit
- (b) Pot still method
- (c) Whisky
- (d) Vodka
- (e) Brandy
- (f) Tequila

### UNIT - I

2. What is Rum ? Explain the process of manufacturing rum. [10]
3. What is the difference between Wine and Spirit ? Give examples of different types of wine. [10]

### UNIT - II

4. What is Aperitif ? Explain its importance during meals. [10]
5. Explain different types of aperitif. [10]

### UNIT - III

6. What are Liqueurs ? Define. [10]
7. Explain different types of Liqueurs and their country of origin. [10]

### UNIT - IV

8. What is Cocktail ? Define in brief. [10]
9. What is Mocktail ? Give examples of mocktails. [10]

----- x -----

# Question Paper Code : 5386

B.H.M. (Semester-IV) Examination, 2017

## FOOD PRODUCTION - IV

(BHM-404)

Time : Three Hours

Maximum Marks : 70

**Note :** Answer **five** questions in all. Question No. 1 is **compulsory**. Besides this, attempt **one** question from each unit.

1. Explain the following in short : [6x5=30]
- (a) Regional Cuisine
  - (b) Rechauffe
  - (c) Name Ten Indian Brands
  - (d) List 5 bangali sweets
  - (e) Icing
  - (e) List 5 confectionary items

### UNIT - I

2. What do you understand by Regional Cuisine ? Support your answer with speciality cuisine of the region. [10]
3. State various factors that affect eating habits of people of different states of India. [10]

### UNIT - II

4. Differentiate between Regional Cuisines : [10]
  - (a) Gujarati and Parsi Cuisine
  - (b) Awadhi and Hyderabadi Cuisine
5. Describe principles of Rechauffe. [10]

### UNIT - III

6. List various types of Icing. Explain method of preparation of Royal Icing. [10]
7. Explain method of making Gum Paste and its uses and precautions. [10]

### UNIT - IV

8. Describe various stages of cooking of sugar and its uses. [10]
9. Write method of preparation of Marzipan and its uses. [10]

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# Question Paper Code : 5387

BHM (Semester-IV) Examination, 2017

## HOTEL ENGINEERING

[ BHM-405 ]

Time : Three Hours]

[Maximum Marks : 70

**Note :** Answer **five** questions in all. Question **No.1** is **compulsory**. Besides this, attempt **one** question from each unit.

1. Write short notes on the following : [5x6=30]

- (a) Hard water
- (b) Duties of Plumber
- (c) Boiler
- (d) Split A.C.
- (e) Water closets
- (f) Different types of Taps

### UNIT - I

2. What are the scope in Maintenance Department of a Hotel? [10]
3. Give the Organisation Structure of a Maintenance Department in Five Star Hotel. [10]

### UNIT - II

4. Explain the duties and responsibility of a chief engineer of a Maintenance Department. [10]
5. Explain the different Types of Traps. [10]

### UNIT - III

6. Explain the different types of fuel available, and its importance in Cooking. [10]
7. What is the Principle of BUNSEN burner? [10]

### UNIT - IV

8. Explain what are good conductors and bad conductors. [10]
9. What is earthing? Explain the advantage of earthing. [10]

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# Question Paper Code : 5388

BHM (Semester-IV) Examination, 2017

## FOOD SCIENCE AND SAFETY

[ BHM-406 ]

Time : Three Hours]

[Maximum Marks : 70

**Note :** Answer **five** questions in all. Question **No. 1** is **compulsory**. Besides this, attempt **one** question from each unit.

1. Explain in short : [5×6=30]
- (a) Fermentation
  - (b) Pasteurization
  - (c) Category-1 preservatives
  - (d) Blue veined cheese
  - (e) Canning
  - (f) Expand the following abbreviations :
    - (i) FSSAI

- (ii) PFA
- (iii) MMPO
- (iv) HACCP
- (v) ISO

#### UNIT - I

- 2. List various factors which affect microbial growth and explain any two factors in detail. [10]
- 3. Classify the different microbes which are present in our food. [10]

#### UNIT - II

- 4. Discuss the beneficial role of micro organisms in food products. [10]
- 5. Enlist food preservation methods with examples. [10]

#### UNIT - III

- 6. Give the ICMR classification of food groups. [10]
- 7. What do you understand by food spoilage and explain? [10]

#### UNIT - IV

- 8. Define adulteration. Explain any three types of adulteration. [10]
- 9. What do you understand by food constituents and mention their sources and health requirements ? [10]

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