

A

(Printed Pages 3)

Roll No. _____

ITS-3501

M.T.T.M. (Semester-I) Examination, 2016

Management Concepts & Organizational

Behaviour

(Regular, BP & Exempted)

(M.T.T.M-101)

Time Allowed : Three Hours] [Maximum Marks : 70

Note : (i) For Back paper/Improvement/Ex-empted candidates the maximum marks will be 100.

(ii) Answer **five** questions in all. Question **No. 1** is **compulsory**. Attempt **one** question from each unit.

1. Write short notes on following: $5 \times 6 = 30$

(a) Planning

(b) MBO

P.T.O.

(2)

(c) Recruitment

(d) Design the line diagram of large size business organization.

(e) Knowledge management

(f) Nature of management

Unit-I

2. Define staffing and its importance. 10

OR

3. Illustrate about the forecasting and also highlight the importance of forecasting. 10

Unit-II

4. Explain the concepts of personality and different aspect of personality in brief. 10

OR

5. Explain the Maslows theory of motivation. 10

Unit-III

6. Discuss about the various types of leadership in detail. 10

(3)

OR

7. Explain formal and informal group of business organization. 10

Unit-IV

8. Explain organizational development concepts and its importance. 10

OR

9. Define selection and recruitment in brief. And also explain various methods of recruitment. 10

A

(Printed Pages 7)

Roll No. _____

ITS-3502

M.T.T.M. (Semester-I) Examination, 2016

Financial and Cost Accounting

(Regular, B.P. & Exempted)

(M.T.T.M. - 102)

Time Allowed : Three Hours] [Maximum Marks : 70

(For Back Paper/Improvement/Exempted candidate(s) the maximum marks will be 100.)

Note : Answer **five** questions in all. Question **No.1** is **compulsory**. Attempt **one** question from each of the four units. Simple calculators are allowed.

1. Write short notes on the following: $6 \times 5 = 30$
 - (a) Revenue Realisation Concept
 - (b) Conventions of Objectivity
 - (c) Depreciation
 - (d) Difference between Net Profit and gross profit

P.T.O.

(2)

(e) Job costing

(f) Budgeting

Unit-I

2. What is financial accounting? Discuss any six principles of financial accounting in detail. 10
3. D. Sen, a stationery dealer, requires you to write his cash book with cash and bank columns from the following transactions and balance the cash book on 7th September, 2011:
- 2011
- September 1st Opening cash balance Rs. 150
- 1st Opening Bank balance Rs. 10370
- 1st Sold stationery for cash Rs. 460
- 2nd Received from B.Sen Rs. 380 in cash being rent for the month of August, 2011.
- 2nd Purchased stationery from Ravi by cheque Rs. 1500 and paid carriage on purchase by cash Rs. 25.

ITS-3502

(3)

- 3rd Sold goods for Rs. 1900 and payment there for received Rs. 1400 by cheque and balance by cash. The cheque was deposited into bank.
- 4th Withdrawn from bank Rs. 3,500
- 4th Lent to vatsal Rs. 4000 in cash
- 4th R.Gupta paid Rs. 1500 for sale of stationery to him.
- 5th Deposited cash into bank Rs. 1600
- 7th Paid wages Rs.50

Unit-II

4. Answer the following : $2 \times 5 = 10$
- (a) Define trading account. How it is different from Profit and loss account?
- (b) What are outstanding expenses and accrued income? Give suitable examples.
5. From the details given below prepare the trading and profit and Loss account of S.Raikar

ITS-3502

P.T.O.

(4)

for the year ended. 31st December, 2011,
using such figures as you consider appropri-
ate :

Machinery	Rs. 20,000
Rent and Rates	Rs. 1,680
Bank overdraft	Rs. 3500
Returns inward	Rs. 840
Returns outward	Rs. 1760
Premises	Rs. 85970
Telephone	Rs. 600
Commission Received	Rs. 340
Factory wages	Rs. 6800
Furniture	Rs. 7400
Capital	Rs. 1,00,000
Salaries	Rs. 4,260
Bad debts	Rs. 560
Purchases	Rs. 45,400
Sales	Rs. 86,200
Carriage outwards	Rs. 520
Stock on 1st January, 2011	Rs. 16,300
Debtors	Rs. 9,200

ITS-3502

(5)

Audit Fees	Rs. 1,500
Discount received	Rs. 730
Cash in hand	Rs. 250
Creditors	Rs. 8,750
Stock on 31 st December, 2011	Rs. 8,380

Unit-III

6. From the following given information prepare a cost sheet :
- | | |
|---------------------------------|------------|
| Raw Materials Purchased | Rs. 32,250 |
| Carriage on Purchase | Rs. 850 |
| Direct wages | Rs. 18,450 |
| Works overhead | Rs. 2,750 |
| Selling overhead | Rs. 2,450 |
| Office overhead | Rs. 1,850 |
| Sales | Rs. 75,000 |
| Sales of Factory scrap | Rs. 250 |
| Opening stock of Finished Goods | Rs. 9,750 |
| Closing stock of Finished Goods | Rs. 11,100 |

ITS-3502

P.T.O.

(6)

Units manufactured 5000 Units

7. Answer the following : $2 \times 5 = 10$

(a) Define and explain the term "Cost Centers".

(b) Give the functions of Cost accounting.

Unit-IV

8. What is standard costing? Give the essential conditions for an effective system of standard costing. 10

9. U.P. Agro Industries Ltd. manufactures pickles and juices. The sales department has prepared the following forecasts for the six months of

2010 :

Pickles : No. of Bottles

Mango 1,00,000

Mixed 75,000

Juices :

Apple 25,000

Mango 15,000

Pineapple 35,000

(7)

The inventory levels have been determined as under :

Works-in-Progress						
Products	Units		% Completed		Finished Goods	
	Open- ing	Clos- ing	Open- ing	Clos- ing	Open- ing	Clos- ing
Pickles :						
Mango	25,000	40,000	80	60	7,500	6,000
Mixed	15,000	25,000	60	80	3,000	2,000
Juices :						
Apple	5,000	4,000	80	75	1,500	2,000
Mango	3,000	3,000	70	80	800	500
Pine apple	4,000	5,000	75	80	2,000	2,000

The production in each month is expected to be uniform. Prepare production budget for six month.

A

(Printed Pages 3)

Roll No. _____

ITS-3503

M.T.T.M. (Semester-I) Examination, 2016

(Regular, BP & Exempted)

PERSONALITY ENHANCEMENT

(M.T.TM-103)

Time Allowed : Three Hours] [Maximum Marks : 70

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

1. Write short notes on any **six** of the following:

6×5

- (i) Self Knowledge
- (ii) Getting comfortable at an interview
- (iii) Avoiding confrontation
- (iv) Identifying your audience in a presentation
- (v) Closure of Meeting

P.T.O.

(2)

- (vi) Don'ts of a group-discussion
- (vii) Team work in a project.

Unit-I

- 2. Write short notes on the following : 5×2
 - (a) Judging-Perceiving
 - (b) Thinking-Feeling
- 3. Discuss the Personality Theory by Carl G.Jung.
Elaborate on any 4 types of personality described in the theory. 10

Unit-II

- 4. What are the pre-interview preparations that a candidate must keep in mind while preparing for a 'job-interview'? 10
- 5. Define and Explain Procrastination. Discuss the ways of dealing with procrastination? 10

Unit-III

- 6. What is a 'Meeting agenda'? Explain your answer with the help of an example. 10

ITS-3503

(3)

- 7. 'Avoiding confrontation is an important aspect of Negotiating'. Discuss. 10

Unit-IV

- 8. Discuss the role of body language in effective presentation skills. 10
- 9. Explain the role of individual and team management while handling a project. 10

ITS-3503

A

(Printed Pages 3)

Roll. No. _____

ITS-3504

MTTM (Semester-I) Examination, 2016

TOURISM PRODUCTS OF INDIA

REGULAR, BP & EXEMPTED

(MTTM-104)

Time Allowed : Three Hours] [Maximum Marks : 70

Note : Answer **five** questions in all. **Question**

No.1 is **compulsory**. Attempt **one** question from each unit.

1. Write short notes on any **five** of the following:

ing: 5×6=30

(a) Product levels

(b) Madhubani Paintings

(c) Parts of Ashokas pillars.

(d) Types of heritage sites

(e) Bharatnatyam

(f) Maru Mahotsava

P.T.O.

(2)

Unit-I

2. Give the characteristics of tourism products. Support your answer with examples. 10
3. Discuss the role of UNESCO in recognition of world heritage sites. 10

Unit-II

4. Explain the architecture of a Mosque. Describe any two prominent Mosques of India. 10
5. Differentiate between Chaitya's and Vihara's with the help of diagrams. 10

Unit-III

6. Describe the importance of Bhimbetka caves as a tourism product. 10
7. Write short notes on: 5+5
 - (a) Pat-Chitra
 - (b) Madhubani paintings.

(3)

Unit-IV

8. Describe any two major festivals of South India that attracts International tourists. 10
9. Write short notes on any **two** of the following: 5+3
 - (a) Holi
 - (b) Eid-UI-Adha
 - (c) Durga Puja

A (Printed Pages 3)

Roll No. _____

ITS-3505

M.T.A. (Semester-I) Examination, 2016

Tourism Concept & Principles

Regular, BP, Exempted

(MTTM-105)

Time Allowed : Three Hours] [Maximum Marks : 70

Note : Answer **five** questions in all. Question **No.1**

is **compulsory** and it carries 30 marks.

Attempt **One** question from each unit I,II,III

and IV. Questions from these units consist

of 10 marks each.

1. - Attempt **all** the following parts: 5×6=30

(a) Write a note on history of tourism. Briefly

explain types of tourism on the basis of

origin & destination.

P.T.O.

(2)

- (b) Differentiate between tourists and excursionists. Give examples.
- (c) What are travel motivators. Explain briefly.
Write a note on tourism indicators.
- (d) Is tourism an 'industry'? Comment.
- (e) How has the national tourism policy of India evolved over the years. Explain.

Unit - I

2. Write a detailed note on platforms of tourism described by Prof. Jafar Jafri. 10
3. What are the various A's of tourism? Explain. 10

Unit - II

4. Write a note on the present state of Indian tourism. Support your answer with latest statistical figures. 10
5. Tourism in India is witnessing some emerging trends. Explain them. 10

ITS-3505

(3)

Unit - III

6. Differentiate between passport and visa with their types. 10
7. Explain at length, the role of Ministry of Tourism, Government of India in developing tourism in India. 10

Unit - IV

8. Aviation is essential for tourism development. What role is played by IATA in aviation sector. Write the full forms of TAAI & ICAO. 10
9. Write a detailed note on the role & functions of UNWTO. Write the full forms of PATA, FHRAI. 10

ITS-3505

A

(Printed Pages 3)

Roll No. _____

ITS-3506

MTTM (Semester-I) Examination, 2016

Computer Application

(Regular, BP & Exempted)

(M.T.TM-106)

Time Allowed : Three Hours] [Maximum Marks : 35

Note : Answer **five** questions in all. **Question**

No.1 is **compulsory**. Attempt **one** ques-

tion from each unit.

1. Attempt any **five** of the following : $3 \times 5 = 15$

(a) Elements of Computer System

(b) Characteristics of Computer

(c) Compilers & Interpreters

(d) Application software

(e) Parts of Typical window

P.T.O.

(2)

(f) Bullets & Numbering

Unit-I

2. What is Computer Softwares? Explain computers softwares in detail. 5
3. Explain role of IT in Tourism industry. 5

Unit-II

4. What do you understand by computer storage? Explain types of computer storage in detail. 5
5. What is Output devices? Explain computer output devices in detail. 5

Unit-III

6. What do you understand by Operating system? Explain features of operating system in detail. 5
7. What is Microsoft Windows? Explain various versions of microsoft windows in detail. 5

(3)

Unit-IV

8. What is Microsoft Office? Explain the package in detail. 5
9. Explain the following: 5
 - (a) Ribbon in Word
 - (b) Tables
 - (c) Page Setup

A

(Printed Pages 3)

Roll No. _____

ITS-3507

M.T.A. (Semester-III) Examination, 2016

(Reg./B.P./Ex.)

Basic Research Methods & Quantitative

Techniques

(M.T.TM-301)

Time Allowed : Three Hours] [Maximum Marks : 70

Note : Answer **five** questions in all. **Question**

No.1 is **compulsory**. Attempt **one** question from each unit. Use of simple nine digit calculator is allowed.

1. Write short notes on the following: $5 \times 6 = 30$

- (a) Problems of Reseach in Tourism
- (b) Sampling
- (c) Data Collection

P.T.O.

(2)

(d) Interview

(e) Observation

(f) Features of good Research

Unit-I

2. Define Research and its benefits for tourism industry. 10
3. Discuss various sources of Research in tourism in brief. 10

Unit-II

4. Explain Sampling and its type in detailed. 10
5. What is Research Methodology? How is it important for good research? 10

Unit-III

6. Discuss in detailed Primary and secondary data. 10
7. Explain Scaling techniques and its importance for Service Industry. 10

ITS-3507

(3)

Unit-IV

8. "Research Methodology is a process of conducting quality research." Comments on this statement. 10
9. "Research is a tool of development". Describe in brief. 10

ITS-3507

A

(Printed Pages 3)

Roll No. _____

ITS-3508

M.T.A. (Semester-III) Examination, 2016

Tourism Impacts

(MTTM-302)

Time Allowed : Three Hours] [Maximum Marks : 70

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

1. Write short notes on any **five** of the following :
 - (a) Iso-Ahola's social psychological model of tourism motivation.
 - (b) Balance of payments
 - (c) Standardisation
 - (d) Job level friction due to tourism.
 - (e) Aesthetic pollution
 - (f) Physical impacts from tourism activities.

P.T.O.

(2)

Unit-I

2. What do you understand by the term development? Discuss the links between development and tourism?
3. What is the role of motivation to encourage people to undertake tourism? Explain the motivation to travel as given by crompton.

Unit-II

4. How does tourism benefit the economy of a destination? Explain with examples.
5. What are tourism leakages? Give its different forms.

Unit-III

6. Discuss the pressure of tourism on the following natural resources :
 - (a) Water resources
 - (b) Local resources.

ITS-3508

(3)

7. What impact does tourism have on solid waste littering and sewage?

Unit-IV

8. Explain culture clashes due to tourism. What are the causes of these clashes?
9. Discuss ways in which tourism can contribute to socio-cultural conservation.

ITS-3508

A

(Printed Pages 3)

Roll No. _____

ITS-3509

M.T.T.M. (Semester-III)

Examination, 2016

Human Resource Management

(MTTM-303)

Time Allowed : Three Hours] [Maximum Marks : 70

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

1. Write short notes on the following : $5 \times 6 = 30$

(a) Salary And Wages

(b) Recruitment

(c) Job design

(d) Job Specification

P.T.O.

(2)

(e) Promotions

(f) Employee Counseling

Unit-I

2. Define Human Resource Management and explain its benefits for the business organisation. 10
3. Discuss HRD and its basic functions in detailed. 10

Unit-II

4. Human Resource planning and its importance for large size business organisation. 10
5. Discuss Recruitment methods and barriers for effective recruitment. 10

Unit-III

6. Explain training and highlights its type and need for business organization. 10
7. Discuss performance Appraisal Meaning Purpose and methods of appraisal.

ITS-3509

(3)

Unit-IV

8. Discuss about the laws and Rules governing employee benefits in business organization. 10
9. Gender and other gender related issue is reduced the image of organization. Comment's. 10

ITS-3509

A (Printed Pages 3)

Roll No. _____

ITS-3510

M.T.T.M. (Semester-III) Examination, 2016

SURFACE TRAVEL GEOGRAPHY

MTTM-304

Time Allowed : Three Hours] [Maximum Marks : 70

Note : Answer **five** questions in all. Question **No.**

1 is **compulsory**. Attempt **one** question from each unit.

1. Write short notes on any **six** of the following:

6×5=30

- (i) CRS in Railways
- (ii) Coach tours
- (iii) New trends in Railways
- (iv) Permits for road transportation
- (v) Indian Railway Zones
- (vi) Metro Rail
- (vii) Tatkal Sewa

P.T.O.

(2)

Unit-I

2. Discuss the policies of the Indian Government on roadways development. Give your views regarding the situation of demand and supply with reference to roadways. 10
3. 'The possibility of tourism will be a bleak concept without surface transportation'. Comment on the given statement highlighting the importance of surface transport. 10

Unit-II

4. Discuss the "Importance of special tourist trains to promote tourism". Support your answer with suitable examples. 10
5. Elaborate on the top two railways and roadways networks of the world. 10

Unit-III

6. How many zones of Railway network are classified by the Indian Railways? What is the work and importance of these zones? 10

ITS-3510

(3)

7. What is Indrail pass? Elaborate on the features, categories and use of Indrail pass. 10

Unit-IV

8. 'Highway Tourism has taken domestic tourism to the next level in India'. Discuss with appropriate examples. 10
9. Write short notes on the following : 2×5
 - (a) Amenity Centres along highways
 - (b) Road transport in India

ITS-3510

A

(Printed Pages 4)

Roll No. _____

ITS-3511

M.T.T.M. III Sem. Examination, 2016

Cargo Mgt.

[MTTM-305(b)]

Time Allowed: Three Hours [Maximum Marks: 70

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

1. Write short notes on the following: 30
- (a) Dangerous Goods
 - (b) Air Way Bill
 - (c) Forwarder
 - (d) Consolidation of shipment
 - (e) Freight Collect
 - (f) Freight Prepaid
 - (g) Valuable Cargo

P.T.O.

(2)

- (h) Perishable Cargo
- (i) Combi Flights
- (j) Cargo Manifest

Unit-I

2. Describe Consignor and also mention their main Objective? 10
3. Decode the following cities and write their IATA areas: 10
 - (i) SFO
 - (ii) DEN
 - (iii) BAH
 - (iv) TLV
 - (v) CMB
 - (vi) IDR
 - (vii) DUS
 - (viii) LON
 - (xi) DXB
 - (x) HNL

(3)

Unit-II

4. What do you understand by labelling & marking and also mention the mandatory information on the label? 10
5. Encode the following Airlines: 10
 - (a) LH
 - (b) UA
 - (c) CO
 - (d) BA
 - (e) EK
 - (f) MH
 - (g) SQ
 - (h) WY
 - (i) TG
 - (j) KL

(4)

Unit-III

6. Write short notes on: 10

(a) Cargo

(b) Demurrage

(c) Non Delivery

(d) Embargo

7. What are the requirements to be met in order to deliver consignments ready for the carriage?

10

Unit-IV

8. What is an Air Waybill and also mention the mandatory information to be mentioned on the AWB?

10

9. (a) What are the functions of a cargo agent? 5

(b) What are the services rendered by an IATA cargo agent? 5

A

(Printed Pages 4)

Roll No. _____

ITS-3512

M.T.A. (Third Semester)

Examination, 2016

Tour Operation & Destination Management

[MTTM-305(C)]

Time Allowed : Three Hours] [Maximum Marks : 70

Note : Answer **five** questions in all. Question **No.**

1 is **compulsory**. Attempt **one** question from each unit.

1.(a) Correct and elaborate the following itinerary

as a travel professional (Provide full name of

cities) SXR-TRV-DEL-BLR-LKO-BHO-AMD-

UDR-DED-MAA. 5

(b) Discuss the following - 2×5

(1) Two Sightseeing option in Dubai

P.T.O.

(2)

(2) Two sightseeing option in Singapore

(3) Two products of Mauritius

(4) Two add-ons with Bangkok

(5) Two products of Maharashtra.

(c) Complete the following table : 2x5

Country Name	2 Letter Code	Capital with 3 Letter Code	Currency with 3 Letter code
(1) CANADA			
(2) AUSTRALIA			
(3) MALAYSIA			
(4) QATAR			
(5) SETCHELLES			

(d) Expand the following abbreviations - 5

(a) DBML

(b) UMR

(c) NTBA

(d) DAPO

(e) INAD

Unit-I

2. Plan a 6N/7D itinerary of India based on a theme close to your heart for a group of 10 on twin sharing basis. 10

ITS-3512

(3)

3. Design and cost an itinerary for turn destinations of S/N & DxB for 7N /8D. Cost the itinerary for a lone traveller. 10

Unit-II

4. Define the following : 10

(a) CHILD

(f) GATEWAY

(b) OVERBOOKING

(g) DOWNGRADE

(c) SHUTTLE SERVICE

(h) GO SHOW

(d) STAND BY

(i) OPEN TICKET

(e) GIVEAWAY

(j) BSR

5. Write short notes on : 5+5

(a) Charters, Types of Charter

(b) Travel Agency, Tour Operator, General Agent, GIT, FIT, Package Tours

Unit-III

6. Discuss the following : 10

(a) A/AP or FAP

(f) E

(b) BP

(g) EP

(c) C/CP

(h) W

(d) M/MAP

(i) SWB

(e) B

(j) S

ITS-3512

P.T.O.

(4)

7. Define the following : 10
- (a) CONNECTING ROOMS
 - (b) ADJOINING ROOMS
 - (c) LONAI
 - (d) HOSPITALITY SUITE
 - (e) TDWB
 - (f) TWB
 - (g) RUN OF THE HOUSE RATE
 - (h) COMMERCIAL RATE
 - (i) RACK RATE
 - (j) DAILY RATE

Unit-IV

8. Diagrammatically demonstrate the functions of a Travel Agency? 10
9. Diagrammatically demonstrate the concept of 'Principals of a Travel Agency'? 10

A (Printed Pages 4)

Roll No. _____

ITS-3513

B.B.A.(T) (Semester-I) Examination, 2016

**Principles of Management of Organizational
Behaviour**

(BTA-101)

Time Allowed : Three Hours] [Maximum Marks : 70

Note : Answer **five** questions in all. **Question**

No.1 is **compulsory**. Apart from that answer **one** question from each unit.

1. Attempt **all** the following parts. $6 \times 5 = 30$

(a) Give points to explain the significance of

management in the present times.

(b) What are the functions of management?

Explain them briefly.

(c) Define the term 'management'. How we

P.T.O.

(2)

can view management as a process, discipline and a career? Explain.

(d) Explain Herzberg Two factor theory.

(e) With the help of examples, explain 'organization' as a function of management. Elaborate upon the principles of organization.

(f) Is management a science, an art or both? Comment.

Unit-I

2. Explain the following : 10

(i) Authority, responsibility and accountability.

(ii) Difference between management & administration.

(iii) Levels of management, their functions and corresponding skills.

ITS-3513

(3)

(iv) Difference between strategic & functional plans.

3. Explain in detail about the first function of management. What are the basic principles that should be kept in mind when managers plan?

10

Unit-II

4. Explain at length the staffing function of management. Also comment in the term training, KRA's, performance appraisal. 10

5. Write a detailed note on the principles of management propounded by Henry Fayol. 10

Unit-III

6. What is the significance of organizational behaviour? Comment on its inter disciplinary nature. 10

7. Explain the evolution in the field of organizational behaviour. 10

ITS-3513

P.T.O.

(4)

Unit-IV

8. Write a detailed note on types of leadership. 10

9. Write short notes on : 5+5

(i) Maslow's theory of motivation.

(ii) MBO's

Unit-II

4. Explain at length the staffing function of man- 10
agement. Also comment in the term training

5. Write a detailed note on the principles of man- 10
agement. Also comment in the term training

6. Write a detailed note on the principles of man- 10
agement. Also comment in the term training

7. Write a detailed note on the principles of man- 10
agement. Also comment in the term training

8. Write a detailed note on the principles of man- 10
agement. Also comment in the term training

9. Write a detailed note on the principles of man- 10
agement. Also comment in the term training

10. Write a detailed note on the principles of man- 10
agement. Also comment in the term training

11. Write a detailed note on the principles of man- 10
agement. Also comment in the term training

12. Write a detailed note on the principles of man- 10
agement. Also comment in the term training

13. Write a detailed note on the principles of man- 10
agement. Also comment in the term training

14. Write a detailed note on the principles of man- 10
agement. Also comment in the term training

15. Write a detailed note on the principles of man- 10
agement. Also comment in the term training

(5/11)
A (Printed Pages 3)

Roll No. _____

ITS-3514

B.B.A. (Semester-I) Examination, 2016

(Reg./BP & Ex.)

SCIENCE OF TOURISM

(BTA-102)

Time Allowed : Three Hours] [Maximum Marks : 70

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

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

- (a) Agri tourism
- (b) Business tourism
- (c) Cultural tourism
- (d) Adventure tourism
- (e) Group Tour
- (f) VISA

P.T.O.

(2)

Unit-I

2. Define Wellness Tourism and its importance. 10
3. Write short notes on the following: $5 \times 2 = 10$
- (i) Attraction
 - (ii) Accommodation

Unit-II

4. What is passport? Give the details of different type of passport. 10
5. Discuss about the travel motivators with suitable examples. 10

Unit-III

6. Write short notes on : $5 \times 2 = 10$
- (i) TAAI
 - (ii) IATA
7. Define Tourism and type of tourism. 10

Unit-IV

8. Tourism is a tool of self-employment. Comment on this statement. 10

ITS-3514

(3)

9. Tourism Industry play a important role in National integration and harmony. Comment on this statement. 10

ITS-3514

A

(Printed Pages 8)

Roll No. _____

ITS-3515

B.B.A. (T) (Semester-I) Examination, 2016

(Reg./B.P./Ex.)

(Communicative English)

(BTA-103)

Time Allowed : Three Hours] [Maximum Marks : 70

(For Back Paper/Improvement/Exempted
Candidates the maximum marks will be 100.)

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

1. Read the following passage carefully and answer the questions that follow:- 30
What writers struggle to express through numerous newspaper columns, the cartoon manages in a pointed one-liner. Little wonder then, that the first thing most of us like to see when we pick up a newspaper is the cartoon. Simple though it may seem, making a cartoon is an art that requires a combination of hard work, training and a good sense of

P.T.O.

(2)

humour. Cartoonists say that the cartoons that make us laugh the most are in fact the cartoons that are hardest to make. Even celebrated cartoonists like R.K.Laxman admit that making a cartoon is not a piece of cake. Laxman says he has to wait for over six hours, which includes spending a lot of time scanning newspapers and television channels before any idea strikes him.

So how does one become a cartoonist? Which of us has the talent to make it? How can we master the rib-tickling strokes and the witty one-liners? How can we make people smile or laugh? There are few colleges or schools for cartoonists. Most cartoonists come from art colleges, while some learn the craft on their own. Most established cartoonists are of the view that no institute can teach you to make a cartoon. "You can pick up the craft, you may learn to sketch and draw in institutes, but no one can teach anyone how to make a good cartoon," says Uday Shanker, a cartoonist with Navbharat Times. While basics, like drawing and sketching can be learnt in an art college, and are important skills, these alone, do not make a good cartoonist. Because it's a question of one's creativity and sense of humour; two qualities one simply may not have. The advice established cartoonists give is that just

ITS-3515

(3)

because you can sketch, don't take it for granted that you will become a cartoonist.

- (a) Give a suitable title to the above passage. 2
- (b) What, according to Laxman, is the challenge in creating a good cartoon? 2
- (i) Waiting for the right thought to emerge.
 - (ii) Browsing newspapers and television.
 - (iii) Getting the right kind of training.
 - (iv) Good drawing and sketching skills.
- (c) Which of these words BEST describes this passage? 2
- (i) humorous
 - (ii) technical
 - (iii) challenging
 - (iv) Informative
- (d) Of the many qualities that cartoonists should have, which of the following is not referred to directly but can be inferred from the passage? 2
- (i) knowledge of current technologies.
 - (ii) knowledge of educational institutions.
 - (iii) knowledge of news and current affairs.
 - (iv) knowledge of different languages.
- (e) According to the passage, which group of people is of the opinion that one can-

ITS-3515

P.T.O.

(4)

not learn to make a cartoon in institutions? 2

- (i) many struggling writers.
- (ii) highly creative artists.
- (iii) well-respected cartoonist.
- (iv) all newspaper editors.

(f) "Don't take it for granted that you will become a cartoonist". Choose the option that is closest in meaning to the sentence.

2

- (i) Don't assume that you will become a cartoonist.
- (ii) Don't hope that you will become a cartoonist.
- (iii) Don't believe that you will become a cartoonist.
- (iv) Don't imagine that you will become a cartoonist.

(g) Find words from the given passage which are closest to the following words. 5

- (i) most difficult
- (ii) come into the mind of
- (iii) humorous
- (iv) recommendations offered with regard to prudent action
- (v) very easy

(h) Make appropriate sentences from the following words. 5

- (i) Channels

(5)

- (ii) established
- (iii) sketch
- (iv) celebrated
- (v) granted

(i) Find proper nouns in the given passage 3

(j) Find 5 adjectives in the given passage 5

Unit-I

2. Write a letter, in indent format, to your head of the department requesting him to grant you leave for 4 days. Give valid reasons for the leave in your letter. 10
3. Write a covering letter, in block format, to the Human Resource Manager of a company which has invited applications for the position of Assistant Manager in the operations department of a travel agency. 10

Unit-II

4. Write an essay, in approximately 250 words, on the topic "**A day I will always remember**". 10
5. Write an essay, in approximately 50 words, on the topic "**What different colours mean to me**". 10

Unit-III

6. Fill in the blanks with the correct **conjunctions**. 10
 1. I like sugar in my tea, _____ I don't like milk in it.

(6)

2. Listen to the story _____ answer the questions in complete sentences.
 3. Is it Thursday _____ Friday today?
 4. He was late _____ the bus didn't come.
 5. We were very tired _____ happy after our flight to Sydney.
 6. They climbed the mountain _____ it was very windy.
 7. _____ Lenny was watching the planes his wife was reading in the car.
 8. I'll text you _____ I have arrived in Toronto.
 9. Neither my brother _____ my sister own a car.
 10. The sun was warm, _____ the wind was a bit too cool.
7. Choose the correct article **A, An or The** for each blank below. 10
1. My mother is _____ doctor and my father is _____ author.
 2. Cindy recommended _____ good dentist, but _____ dentist does doesn't have any openings for two months.
 3. Mt. Hood is _____ volcano in Oregon. It's _____ very beautiful mountain.
 4. Sam recommended _____ book to Lisa. She didn't like _____ book at all.

ITS-3515

(7)

5. Do you have _____ vacuum? I dropped _____ piece of cake, and I need to clean it up.
6. Harry, where's _____ vacuum? I can't find it. It was in _____ closet, but now it's not there.
7. Do you have _____ dictionary? I don't have one, and I need to look up _____ word.
8. There's _____ big bear in _____ backyard. I think _____ bear is looking for something to eat.
9. Do you have _____ computer? I have _____ laptop and _____ I Pad.
10. To have _____ uniform time for all units it is important to have _____ single winters.

Unit-IV

8. Fill in the blanks with the correct **prepositions**. 10

1. Peter is playing tennis _____ Sunday.
2. _____ 1666, a great fire broke out in London.
3. I don't like walking alone in the streets _____ night.
4. My friend has been living in Canada _____ two years.
5. I have been waiting for you _____ seven o'clock.

ITS-3515

P.T.O.

(8)

6. I will have finished this essay ____ Friday.
 7. Would you like to go _____ the cinema tonight?
 8. We are going _____ holiday next week.
 9. The flight from Leipzig to London was _____ Frankfurt.
 10. Munich lies 530 meters _____ sea level.
9. Fill in each of the blanks with the correct form of the **present tense**. 10
1. Janet _____ karate class every Saturday. (attend)
 2. The market _____ usually noisy in the morning. (to be)
 3. The delivery man _____ the parcel already. (delivery)
 4. The athletes _____ for Canada tomorrow. (leave)
 5. Aida _____ her room for the past hour. (paint)
 6. The bread man _____ to our housing estate every evening. (come)
 7. Warren _____ badminton since primary school. (play)
 8. The meeting _____ due to lack of quorum. (postpone)
 9. When in season, we _____ durians almost every other day. (eat)
 10. Jessie is not here. She _____ a seminar in Kansas City. (attend)

A (Printed Pages 3)

Roll No. _____

ITS-3516

B.B.A. (T) (Semester-I) Examination, 2016

Destination Mapping (India)

(BTA-104)

Time Allowed : Three Hours] [Maximum Marks : 70

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

1. Draw the map of India and mark the capitals of the North Eastern States of India. Also mark any two rivers & mountain ranges each from North, Central and South India. 30

Unit-I

2. Explain any **two** of the following : 5+5=10
(a) Mountains and how they are formed.

P.T.O.

(2)

- (b) Peninsulas and Isthmus with examples.
- (c) Estuary and delta
3. Write about any five forms of water bodies found on Earth. Also give examples. 10

Unit-II

4. Describe the major physical features of India. 10
5. Explain the climate that affects India. How does it impact tourist movements to the country?

Unit-III

6. Choose one state each from North, South, East and West India, Which according to you is an attractive tourist destination. Give reasons for your answer. 10
7. Write the capital of any ten states of India along with its airport and airport codes. 10

ITS-3516

(3)

Unit-IV

8. What are Imaginary Lines? Explain with the help of diagrams. 10
9. Write short notes on any **two** of the following : 5+5
- (a) Marcator projection
- (b) Azimuthal projection
- (c) Map Scales

ITS-3516

A

(Printed Pages 7)

Roll No. _____

ITS-3517

B.B.A. (T) (Semester-I) Examination, 2016

BUSINESS & COST ACCOUNTING IN TOURISM

(BTA-105)

Time Allowed : Three Hours] [Maximum Marks : 70

Note : Answer **five** questions in **all**. Question **No.1** is **compulsory**. Attempt **one** question from each of the **four** units. Simple calculators are allowed.

1. Write short notes on : 6×5=30
- (a) Going concern concept
 - (b) Work cost
 - (c) Convention of Materiality
 - (d) Cost Audit

P.T.O.

(2)

(e) Difference between book-keeping and accounting

(f) Balance Sheet

Unit-I

2. Define various types of accounts and rules for journal entry for each of them. Explain with the help of suitable examples. Also discuss any two principles of financial accounting. 10
3. Record the following transaction in a double column cash book and strike out the balance at the end of the month. 10

2012

1 st Jan	Cash in hand	Rs.1200
	Cash in bank	Rs. 4500
4 th Jan	Paid to landlord, rent for the last month, by cheque	Rs.1000
7 th Jan	Purchased goods and paid by cheque	Rs.500

ITS-3517

(3)

11 th Jan	Received cash due from Asim	Rs.500
13 th Jan	Paid Rent	Rs.200
15 th Jan	Sold goods for cash to Sunil	Rs. 800
18 th Jan	Office cash deposited into bank	Rs.1000
20 th Jan	Cash sales	Rs.300
24 th Jan	Cash withdrawn from bank for proprietor's personal use	Rs.700
28 th Jan	Sold goods to kuntal (Cheque received in exchange deposited into bank)	Rs. 600
30 th Jan	Stationery Purchased	Rs.100

Unit-II

4. What are final accounts? How is manufacturing account important in final accounting, give examples. Also explain the role of manufacturing account in final accounts. 10

ITS-3517

P.T.O.

(4)

5. From the following particulars taken from Raghav Gupta's records, prepare the trading account and profit and loss account for the year ending 31st December, 2011, Using such figures as you consider appropriate: 10

Land & Buildings	Rs. 19,500
Stock on 1 st January, 2011	Rs. 35,400
Purchases	Rs. 1,28,300
Rent and rates	Rs. 2,800
Sales	Rs. 2,56,300
Bad debts.	Rs. 3,460
Sales Return	Rs. 5,400
Purchase Return	Rs. 3,600
Capital	Rs. 1,25,000
Carriage outwards	Rs. 3,840
Debtors	Rs. 24,000
Creditors	Rs. 14800
Office salaries	Rs. 28,940
Bank overdraft	Rs. 5,000
Stock on 31st December, 2011	Rs. 34,200
Machinery	Rs. 45,700
Cash in hand	Rs. 300
Trade expenses	Rs. 780
Printing and stationery	Rs. 1,880
Office expenses	Rs. 2,430
Bank interest and charges	Rs. 1,600

ITS-3517

(5)

Unit-III

6. What is cost accounting? Discuss various methods of costing. 10
7. Below is the enumerated expenditure in the manufacture of product 'X' : 10

Raw Materials	Rs. 28,000
Fuel	Rs. 6,900
Electric power	Rs. 1,340
Process and General wages	Rs. 63,500
Repairs	Rs. 2,400
Haulage	Rs. 1,060
Light and water	Rs. 400
Rent	Rs. 2,000
Rates and Insurance	Rs. 300
Office salaries	Rs. 7,000
Office Administration	Rs. 5,000
Depreciation on Machinery	Rs. 2,500
Tons manufactured	17,200 units

Prepare a cost sheet showing the cost per each item of expenses and the cost per ton (cost per unit) for the period.

ITS-3517

P.T.O.

(6)

Unit-IV

8. Answer the following : 2×5=10
- (a) Give the difference between cost audit and financial audit.
- (b) Discuss the various advantages of budgeting and planning.
9. A company manufactures two products X and Y and runs three sales-divisions for marketing them. Prepare from the following information, a Sales Budget for a period of six months ending on 30-6-2011 to be presented to the Budget Committee.

Budgeted sales for the six months ended 31-12-2010 were as follows : 10

Product	Div.I	Div.II	Div. III
X	1,600@ ₹ 10	2,400 @ ₹ 10	2,400@ ₹ 10
Y	800 @ ₹ 9	4,800 @ ₹ 9	2,000 @ ₹ 9

Actual sales for the same period were :

ITS-3517

(7)

Product	Div.I	Div.II	Div. III
X	2,000@ ₹ 10	3,200 @ ₹ 10	2,800 @ ₹ 10
Y	400 @ ₹ 9	4,000 @ ₹ 9	1,600 @ ₹ 9

The following decisions have been taken at the meeting of the Sales managers:

- (i) The price of X product be increased by ₹1, as there is a good demand for this product and that it is at present under-priced.
- (ii) The price of Y product be reduced by ₹1, as this product is over-priced and is not getting a good market.

As a result of the above decisions, the Divisional Sales Manager have made the following estimates. Percentage increase over Previous Budget :

Product	Div.I	Div.II	Div. III
X	20%	30%	10%
Y	5%	10%	8%

ITS-3517

P.T.O.

A

(Printed Pages 3)

Roll No. _____

ITS-3518

B.B.A. (T) (Semester-III) Examination, 2016

(Reg./B.P./Ex.)

Tourism and Hospitality Marketing

(BTA-301)

Time Allowed : Three Hours]

[Maximum Marks : 70

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

1. Write short notes on the following: $5 \times 6 = 30$

(i) Promotion Mix

(ii) Marketing Mix

(iii) Demographic Segmentation

(iv) Channel Management or Network Management

P.T.O.

(2)

(v) Ethics of PR

(vi) Pricing Policy

Unit-I

2. Discuss about Hospitality Marketing and its importance. 10
3. Explain the 7' P's of Service Marketing. 10

Unit-II

4. Explain Geographic Segmentation in details and also highlights its major benefits. 10
5. Discuss about Target Marketing and also explain the needs of Market Positioning. 10

Unit-III

6. Discuss about the product life cycle in brief. 10
7. Price policy and its component is functional tool of profit management. Explain in brief. 10

ITS-3518

(3)

Unit-IV

8. PR is a tool of promotion and imaging. Discuss in detail. 10
9. 'PR is a important features of marketing management'. Comment on this statement. 10

ITS-3518

(Printed Pages 3)

Roll No. _____

ITS-3519

B.B.A. (T) (Semester-III) Examination, 2016

Personality Development and

Presentation Skills

(BTA-302)

Time Allowed : Three Hours]

[Maximum Marks : 70

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

1. Write short notes on any **six** of the following:

6×5=30

- (i) Define and explain the term 'Personality' in your words.
- (ii) Creating a positive first impression at an interview.
- (iii) Define and explain the term 'Procrastination' in your words.

P.T.O.

(2)

- (iv) Define and explain the term 'Agenda' in your own words.
- (v) Explain the role of 'Listening in negotiation.
- (vi) Define and explain the term 'style' in your words.
- (vii) Define and explain the term 'Project' in your words.

Unit-I

- 2. Why is analysis of 'worry' important? Discuss the methods of analysing worry. 10
- 3. 'Self knowledge is a powerful tool". Discuss the given statement with the help of Carl G. Jung theory. 10

Unit-II

- 4. Explain in detail the individual and group characteristics that are demonstrated during a group discussion. 10

ITS-3519

(3)

- 5. What is the 'Importance Grid'? Explain the components of the importance Grid with respect to time management. 10

Unit-III

- 6. What is a 'Negotiation'? Throw light on the four phases of negotiation. 10
- 7. Define Meeting, explain in detail at least & different types of meetings? 10

Unit-IV

- 8. Explain the term "Presentation"? What are the audio and visual components of a presentation and how can they be effectively used? 10
- 9. What is 'Project Life Cycle'? Explain its components in detail. 10

ITS-3519

A

(Printed Pages 3)

Roll No. _____

ITS-3520

B.B.A. (T) (Third Semester) Examination, 2016

(Business Communication)

(BTA-303)

Time Allowed : Three Hours]

[Maximum Marks : 70

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

1. Write short notes on any **six** of the following :

6×5

- (i) Channels of Communication
- (ii) Vertical Communication
- (iii) Space Language
- (iv) Sign Language
- (v) SWOT
- (vi) Memo
- (vii) Notices

P.T.O.

(2)

Unit-I

2. 'Ethics are the foundation of responsible behaviour in business'. Keeping the given statement in mind write a detailed note on 'Ethical Communication'. 10
3. Enumerate the objectives of effective business communication? Throw light on the importance of achieving these objectives. 10

Unit-II

4. 'Technology has changed communication through leaps and bounds'. Discuss the various methods of Technology enabled communication? 10
5. Write short notes on the following : 5×2
 - (a) Kinesthetic speaker
 - (b) Para language

(3)

Unit-III

6. Discuss the various types of job interviews? 10
7. 'Business Presentation' is an important tool of communication'. Discuss the key issues to be kept in mind while preparing a business presentation. 10

Unit-IV

8. Write a letter to a client of your company to inform and promote about your new product or service. 10
9. Describe the 7 C's of effective communication in detail. 10

A

(Printed Pages 2)

Roll No. _____

ITS-3521

B.B.A.(T) (Semester-III) Examination, 2016

Tourism Impact

(BTA-304)

Time Allowed : Three Hours] [Maximum Marks : 70

Note : Answer **five** question in all. **Question No. 1 is compulsory.** Attempt **One** question from each unit.

1. Write the short notes on the following :

- (i) Impact analysis 6×5=30
- (ii) Carrying capacity
- (iii) Women Crime
- (iv) Pro-poor Tourism
- (v) Quality of life

P.T.O.

(2)

Unit-I

2. Explain the tools of economic impacts? 10
3. What are the steps for conducting a tourism economic impact study? 10

Unit-II

4. What is Tourism multiplier effect? Discuss. 10
5. What is skills development in Tourism? Discuss. 10

Unit-III

6. What is ECO Tourism? Discuss. 10
7. Explain the role at ecology in Sustainable Tourism. 10

Unit-IV

8. What is clean industry? Discuss? 10
9. Explain the Positive impact of social and cultural Tourism. 10

A (Printed Pages 4)

Roll. No. _____

ITS-3522

B.B.A. (T) (Semester-III) Examination, 2016

Adventure & Wildlife Tourism

(BTA-305)

Time Allowed : Three Hours] [Maximum Marks : 70

Note : Answer **five** question in all. Question **No.1** is **compulsory**. Attempt one question from each unit.

1. Attempt all the following parts: $6 \times 5 = 30$

(a) Write short notes on :

(i) Rock Climbing

(ii) SKIING

P.T.O.

(2)

- (b) Explain the following adventures in brief:
- (i) Motor car Rally
 - (ii) Ice Skating
- (c) Differentiate between hard and adventures with examples.
- (d) Elaborate upon the following:
- (i) HANG GLIDING
 - (ii) SNORKELLING
- (e) Explain cycling and camel safari.
- (f) Describe the elements of wildlife conservation.

Unit-I

2. Write a detailed note on the core characteristics of adventure. 10
3. Explain MOUNTAINEERING & TREKKING in detail. 10

Unit-II

4. Differentiate the following: 5+5
- (i) KAYAKING & CANOEING
 - (ii) PARAGLIDING & SKYDIVING

ITS-3522

(3)

5. Describe the following: 5+5
- (i) UNDER WATER DIVING
 - (ii) BUNGEE JUMPING

Unit-III

6. Explain the term biodiversity. Write about IWCN classification of species. Define a national park. 10
7. Write notes on : 5+5
- (i) Project Tiger & NTCA
 - (ii) Wildlife sanctuaries & Biosphere Reserves

Unit-IV

8. Write about any two natural UNESCO world heritage sites in India. Draw an outline of India & mark the following on it (also mention the state in which they are located):
- (i) Corbett National park
 - (ii) Gin National Park
 - (iii) Sunderban National Park
 - (iv) Nagarhole National Park

ITS-3522

P.T.O.

(4)

9. Write about any two natural UNESCO world heritage sites in India. Draw an outline of India & mark the following on it (also mention the state in which they are located): 10

- (i) Dudhwa National Park
- (ii) Kanhar National Park
- (iii) Ranthambore National Park
- (iv) Periyar National Park

A

(Printed Pages 3)

Roll. No. _____

ITS-3523

B.B.A. (T) (Semester-V) Examination, 2016

CARGO MANAGEMENT

(BTA-501)

Time Allowed : Three Hours] [Maximum Marks : 70

Note : Answer **five** question in all. Question **No.**

1 is **compulsory**. Attempt **one** question from each units.

1. Write short notes on this following: $5 \times 6 = 30$

(a) Air Cargo.

(b) Port Management.

(c) Shipping Cargo Industry.

(d) Cargo Industry.

(e) Needs of Cargo Automation.

(f) IATA

P.T.O.

(2)

Unit-I

2. Explain the current Cargo scenario of India. 10
3. Write in brief about Exim bank and its function. 10

Unit-II

4. Explain the different types of documents required in Air Cargo. 10
5. Explain in brief about the Import and Export industry. 10

Unit - III

6. Discuss in details about the Road freight industry. 10
7. Explain the Needed documents required in Surface Cargo Industry. 10

ITS-3523

(3)

Unit-IV

8. Explain the important feature of logistic operation in Shipping Industry. 10
9. Discuss in brief on five major ports of India. 10

ITS-3523

A

(Printed Pages 2)

Roll No. _____

ITS-3524

B.B.A. (T) (Semester-V) Examination, 2016

(Regular, B.P. & Exempted)

Surface Transport Operations

(BTA-502)

Time Allowed : Three Hours] [Maximum Marks : 70

Note : Answer **five** questions in all. Question **No.1**

is **compulsory**. Attempt **one** question from each unit.

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

- (i) Path ways
- (ii) Dead Lands
- (iii) Vehicular transport
- (iv) Kashmir Railways
- (v) Locomotives
- (vi) Palace on wheels

P.T.O.

(2)

Unit - I

2. What is the importance and overview of road transport industry? Discuss. 10
3. Explain the History of rail transport in India.

Unit - II

4. Discuss the role of Road Transport in Tourism? 10
5. Discuss the work of networking in surface Transport. 10

Unit - III

6. Explain the new trends in Indian Railways. 10
7. What is the Role of IRCTC? Discuss. 10

Unit - IV

8. Discuss the importance Role of E-Taxi services in India? 10
9. What is Express ways? Discuss. 10

A (Printed Pages 4)

Roll No. _____

ITS-3525

B.B.A. (T) (Semester-V) Examination, 2016

Tour Operation & Product Development

Management

(BTA-503)

Time Allowed : Three Hours]

[Maximum Marks : 70

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

1. Attempt all the following parts: $5 \times 6 = 30$

(a) How has the role of tour operators been influenced because of dis-intermediation (travel portals)?

(b) Define the term tour operator examples.

P.T.O.

(2)

(c) Write a note on the History of package holidays.

(d) Write an itinerary which covers one of the following destinations: Singapore/ Malaysia/ Thailand.

(e) What are the 4 P's of marketing. Explain them with reference to tourism/ tour operation business.

(f) What is the relevance of post tour management?

Unit-I

2. Explain the following terms: 5+5

(a) GIT

(b) FIT

3. What guidelines have been laid out by Ministry of Tourism Government of India for getting recognition as an approved inbound tour operator. 10

ITS-3525

(3)

Unit-II

4. Explain the following trends in the holidays:

5+5

(a) Entrepreneurial facilitation of holidaying in India.

(b) Experience centered tourist engagement.

5. What is a package tour? Write about the type of tour packages on the basis of origin and destination of travel Very briefly explain the term & TQ? 10

Unit-III

6. In what ways can the cost/ pricing of a tour package be managed: Explain. 10

7. Elaborate upon the do's and don'ts for executing an inbound tour buy a tour operating company. 10

ITS-3525

P.T.O.

(4)

Unit-IV

8. What should be the ingredients of an ideal tour operator's brochure? Also explain its relevance in marketing a holiday. 10
9. What is Butler's tourism area life cycle? Explain. 10

A

(Printed Pages 3)

Roll No. _____

ITS-3526

B.B.A.(T) (Semester-V) Examination, 2016

Tourism Trends & Issues :

Domestic & International

(BTA-504)

Time Allowed : Three Hours] [Maximum Marks : 70

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

1. Write short notes on the following: $5 \times 6 = 30$

- (a) Motivators
- (b) Participatory Tourism
- (c) BOT
- (d) Caving
- (e) Meta Search

P.T.O.

(2)

Unit-I

2. What is the meaning of 'Trends'? Why are they changing very fast in travel world? 10
3. What do you understand by the term 'Offbeat Destinations'? Why are they becoming so popular? 10

Unit-II

4. Discuss the impacts of Internet on every Component of Tourism Industry. 10
5. Write short notes on the following: $5 \times 2 = 10$
- (a) Destination Mapping
- (b) E- Commerce

Unit-III

6. What is Waste Management? Discuss its need & relevance in India. 10
7. Write short notes on the following: $5 \times 2 = 10$
- (a) Global Warming.
- (b) Smog

(3)

Unit-IV

8. Discuss the impacts of terrorism on Global Tourism in detail. 10
9. What is PPP? How is it helping in growth of Tourism Industry? 10

A

(Printed Pages 2)

Roll. No. _____

ITS-3527

B.H.M. III Sem. Examination, 2016

ACCOMMODATION

OPERATION-III

BHM-301

Time Allowed : Three Hours] [Maximum Marks : 70

Note: Question **No. 1** is **compulsory**. Attempt **one** question from each unit.

1. Write short notes on **all** : $5 \times 6 = 30$
- (a) Activities of Linen Room
 - (b) Equipment use in Linen Room
 - (c) Recycling of discarded Linen
 - (d) Importance of Uniform
 - (e) Dirty dozen in house Keeping

P.T.O.

(2)

Unit-I

2. What is a Linen Room and its importance in the hotel? 10
3. What precaution is observed while selecting a Linen for different department? 10

Unit-II

4. Explain the Linen Control Procedure? 10
5. When and why the linen is hired? 10

Unit-III

6. Explain the issuing and exchanging procedure for staff uniform? 10
7. Selection and designing of uniform is very important in Hotel Industry. 10

Unit-IV

8. What is sewing room and why it is very important? 10
9. Explain and Draw a Linen room of a five star hotel? 10

A

(Printed Pages 2)

Roll No. _____

ITS-3528

B.H.M. III Sem. Examination, 2016

Front Office operation-III

(BHM-302)

Time Allowed : Three Hours] [Maximum Marks : 70

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

1. Write short notes. 5×6=30
 - (a) Reseration
 - (b) Night Auditor
 - (c) Bell captain
 - (d) Guest history card.
 - (e) Walk in guest.

Unit-I

2. What is Fidelio? 10
3. Explain the duty of Receptionist. 10

P.T.O.

Unit-II

A

- 4. What is V.T.L. Explain in brief? 10
- 5. Explain the procedure while accepting Reseration on phone? 10

Unit-III

- 6. Explain in brief the express check in? 10
- 7. Explain step by step procedure for a walk in guest? 10

Unit-IV

- 8. Explain in brief while settling the guest account? 10
- 9. Write different types of currency of different countries. 10

A

(Printed Pages 2)

Roll No. _____

ITS-3529

BHM (III-Semester) Examination, 2016

Food and Beverage Service-III

BHM-303

Time Allowed : Three Hours] [Maximum Marks : 70

Note : Answer **five** questions in all. Question **No.1**

is **compulsory**. Attempt **one** question
from each unit.

1. Write short note : $5 \times 6 = 30$

- (a) Name five wines of France?
- (b) What is sparkling wine?
- (c) Mise-en-place.?
- (d) Different type of glasses?
- (e) Golden rule for making tea?

P.T.O.

(2)

Unit-I

2. Define Alcoholic Beverages? 10
3. How are the Beverages is classified? 10

Unit-II

4. What is table wine? 10
5. Explain fortified wine? 10

Unit-III

6. Explain the wines produced in France? 10
7. Explain the wine produced in India and their names. 10

Unit-IV

8. Explain five wine with their foods? 10
9. How is wine produced? 10

A

(Printed Pages 3)

Roll. No. _____

ITS-3530

B.H.M. (III Semester) Examination, 2016

Food Production-III

BHM-304

Time Allowed : Three Hours] [Maximum Marks : 70

Note : Attempt **five** questions in **all**. Question

No.1 is **compulsory**. Attempt **one** question from each unit.

1. Explain in short: $6 \times 5 = 30$

(i) Food Processor

(ii) Menu

(iii) Theme party

(iv) Mobile Catering

(v) LIFO

(vi) Indent

P.T.O.

(2)

Unit-I

2. List various equipment required for quantity kitchen (mass kitchen). 10
3. Explain various types of menus planned for catering industry.

Unit-II

4. What is Indenting? Explain principles of Indenting. 10
5. Describe practical problems while indenting for quantity kitchen.

Unit-III

6. Describe in brief about various types of catering. 10
7. Differentiate between hostel catering and industrial catering.

ITS-3530

(3)

Unit-IV

8. Expand and explain terms LIFO & FIFO. 10
9. What do you understand by purchasing specification?

ITS-3530

A

(Printed Pages 4)

Roll. No. _____

ITS-3531

BHM III Semester Examination, 2016

Financial Management

BHM-305

Time Allowed : Three Hours [Maximum Marks : 70

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

1. Write short notes on: 6×5=30
- (a) Profit maximization
 - (b) Financial Planning
 - (c) Profitability index
 - (d) Sources of finance
 - (e) Pay back Period
 - (f) Internal Rate of Return

P.T.O.

(2)

Unit-I

2. What is Financial Management? What role does a financial manager plays in the modern enterprise? 10
3. In what ways, Wealth maximization objective is superior to the profit maximization objective? Explain. 10

Unit-II

4. Answer the following: 2×5=10
- (a) Types of investment decisions
- (b) What is capital budgeting? Discuss any two methods for calculating investments return.
5. Orient Enterprises Ltd. has under consideration two Projects A and B. For the present, it wants to take up only one of the two projects and not both. The details relating to the two

(3)

projects are given below:

(Rs. in Lakhs)

	Project A	Project B
Investment required	95	200
Estimated net cash flow		
1 st year	40	80
2 nd year	40	80
3 rd year	45	120

The individual cash flows are discounted at 12%. Using the Net Present value method, which project would you recommend and why? 10

Unit-III

6. What is capital structure? Discuss the essentials of an optimum capital structure. 10
- 7.
- | | |
|----------|--------|
| Units | 20,000 |
| SP/Unit | 20 |
| VC/Unit | 15 |
| FC | 40,000 |
| Interest | 10,000 |

(4)

From the given information calculate the following: $5 \times 2 = 10$

- (a) EBIT
- (b) Operating BEP in Units
- (c) Operating Leverage
- (d) Financial leverage
- (e) Combined Leverage

Unit-IV

8. Write short notes on: $2 \times 5 = 10$

- (a) Working Capital
- (b) Current assets and current liabilities, explain with suitable examples.

9. (a) Calculate the Current Ratio and Liquid Ratio from the following: 5

Working Capital	Rs. 6,30,000
Current Assets	Rs. 8,40,000
Stock	Rs. 4,00,000
Prepaid Expenses	Rs. 10,000

- (b) Discuss various types of long-term and short-term loans with suitable examples.

Also give their significance. 5

A (Printed Pages 3)

Roll No. _____

ITS-3532

BHM III Sem. Examination, 2016

Event Management

BHM-306

Time Allowed : Three Hours] [Maximum Marks : 70

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

1. Attempt **all** the following parts. $5 \times 6 = 30$
 - (a) Define Event Management. Explain with the help of examples.
 - (b) What is the importance of Event Management in todays World? Explain
 - (c) With reference to event evolution & implementation explain the following event delivery and post event activities.

P.T.O.

(2)

(d) What skills are required to make a career in event management?

(e) Name and describe any five prominent event management companies in India.

Unit-I

2. What things should be kept in mind while planning an event? Differentiate between leisure tourist and business traveller.

3. Write a note on the historical perspective of events. Explain the term MICE.

Unit-II

4. What are the various types of events? Explain.

5. What are the steps involved in event planning? Elaborate.

Unit-III

6. What challenges are being faced by the event industry in India?

ITS-3532

(3)

7. What are the characteristics of an ideal event? Explain in brief about the present status of MICE tourism in India.

Unit-IV

8. Explain the various tools needed to plan an event.

9. What is the nature of jobs in the event management world.

ITS-3532

A

(Printed Pages 3)

Roll No. _____

ITS-3533

M.T.T.M. (EM) Sem-I Examination, 2016

(Regu, BP & Exemp)

Management Concept & Organizational

Behaviour

(M.T.T.M. EM-101)

Time Allowed : Three Hours] [Maximum Marks : 70

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

1. Write short notes on the following:

5×6=30

(a) MBO

(b) Task group

(c) Selection

(d) OD(Organizational Development)

P.T.O.

(2)

(e) Group at work place.

(f) Knowledge management

Unit-I

2. Define management and write the basic functions of management in brief. 10
3. Illustrate about decision making and also highlight the importance of decision making for business organization. 10

Unit-II

4. Comment on the 21st century issues of organizational behaviour and its significance. 10
5. Define job satisfaction and its benefits. 10

Unit-III

6. Define leadership and give traits of a good leader. 10
7. Discuss in brief about the two factor's theory of motivation. 10

ITS-3533

(3)

Unit-IV

8. Explain about the process of organizational change and its importance for business organization. 10
9. Conflict management is an important issue of business organization. Comment on this statement. 10

ITS-3533

A

(Printed Pages 8)

Roll No. _____

ITS - 3534

M.T.T.M. (EM) (Semester-I) Examination, 2016

Financial & Cost Accounting

(M.T.T.M. EM-102)

Time Allowed : Three Hours] [Maximum Marks : 70

Note : Answer **five** questions in **all**. Question **No.1** is **compulsory**. Attempt **one** question from each of the four units. Simple calculators are allowed.

1. Write short notes on : 6×5=30
- (a) Drawings
 - (b) Separate entity concept
 - (c) Fixed Cost
 - (d) Capital
 - (e) Standard Costing
 - (f) Management Accounting

P.T.O.

(2)

Unit-I

2. What is Financial accounting? Explain the importance of accounting for various end users. 10
3. Prepare a double column cash book in the account books of Ravi for recording the following transactions and balance it on the closing date of the month: 10

2012

1 st Jan	Cash Balance	Rs. 1,150
	Bank Balance	Rs. 3,500
5 th Jan	Paid to shop-employee, salary for the last month, by cheque	Rs. 1000
11 th Jan	Sold good to Kapil for cash	Rs. 500
18 th Jan	Deposited office cash into bank	Rs. 400

ITS-3534

(3)

- 24th Jan Ravi withdrew cash from bank for personal use Rs. 500
- 27th Jan Ravi withdrew cash from bank for office use Rs. 1000
- 30th Jan Sold goods to Arun who paid the amount by cheque Rs. 1000
- 31st Jan For business purpose, Ravi deposited his personal money into bank. Rs. 550

Unit-II

4. Answer the following:
- (a) Give the difference between Net profit and Gross profit. 2×5=10
- (b) Give the importance of preparing Trading and profit and loss account.
5. Prepare Trading and profit and loss account of S. Reehal for the year ended 31st December,

ITS-3534

P.T.O.

(4)

2011 from the following details:	10
Purchases	Rs. 1,50,000
Sales	Rs. 270,000
Returns outward	Rs. 20,000
Returns inward	Rs. 30,000
Wages	Rs. 25,000
Salaries	Rs. 15,000
Carriage inwards	Rs. 3000
Duty and clearing charges	Rs. 500
Carriage outwards	Rs. 2000
Factory Rent	Rs. 2500
Office Rent	Rs. 1500
Fuel and power	Rs. 1000
Travelling and conveyance	Rs. 950
Rent, rates and taxes	Rs. 2,450
Interest received	Rs. 540
Discount Allowed	Rs. 600
Discount Received	Rs. 460

ITS-3534

(5)

Insurance charges	Rs. 500
Bad debts	Rs. 650
Trade expenses	Rs. 200
Advertisement	Rs. 900
Depreciation:	
On plant	Rs. 1250
On Furniture	Rs. 300
Stock on 1-01-2011	Rs. 37000
Stock on 31-12-2011	Rs. 55000

Unit-III

6. What is cost accounting? Give the difference between cost accounting and financial accounting. 10
7. Below is the enumerated expenditure for the year in the manufacture of a product:
- | | |
|---------------------------|--------------|
| Raw Material | Rs. 56000 |
| Fuel | Rs. 14000 |
| Electric power | Rs. 2800 |
| Process and general wages | Rs. 1,26,000 |

ITS-3534

P.T.O.

(6)

Repairs	Rs. 4800
Carriage inward	Rs. 4000
Light and water	Rs. 800
Office salary	Rs. 14000
Administrative Expenses (office)	Rs. 10,000
Rent (Factory)	Rs. 4000
Tax & Insurance (Factory)	Rs. 800
Depreciation on Machine	Rs. 4800
Advertisement	Rs. 1000
Salaries to Sales Agent	Rs. 1600
Carriage on Sales	Rs. 400
Units manufactured	40,000 units

Prepare a cost sheet for the year showing cost per unit and also the total cost of production.

10

Unit-IV

8. What do you understand by budgeting? Discuss various types of budgets. 10
9. (a) XYZ Company manufactures two varieties of products A and B. The sales de-

ITS-3534

(7)

partment of the company has three departments in different areas of the country. The sales budget for the year ending 31st Dec, 2010 were:

A- Department X 3,00,000; Department Y 5,62,500; Department Z 1,80,000; and B- Department X 4,00,000; Department Y 6,00,000; and Department Z 20,000. Sales prices are Rs. 3 and Rs. 1.20 for A and B products respectively in all departments.

It is estimated that by forced sales promotion the sale of 'B' in Dept. X will increase by 1,75,000. It is also expected that by increasing production and arranging extensive advertisement Dept. Z will be able to increase the sale of 'B' by 50,000.

It is recognised that estimated sales by Dept Y represent an unsatisfactory tar-

ITS-3534

P.T.O.

(8)

get. It is agreed to increase both estimates by 20%.

Prepare a Sales Budget for the year ending 31.12.2010. 5

(b) Discuss types of Cost Audit. 5

A

(Printed Pages 3)

Roll No. _____

ITS-3535

M.T.TM. (EM) (Semester-I) Examination, 2016

Personality Development

(M.T.TM EM-103)

Time Allowed : Three Hours] [Maximum Marks : 70

Note : Answer **five** questions in all. Question **No.**

1 is **compulsory** and select **one** question from each unit.

1. Write short notes on any **six** of the following:

(i) Making people think like you $6 \times 5 = 30$

(ii) Being pleasant

(iii) Resolving Worry

(iv) Extroversion behaviour

(v) Perceiving behaviour

(vi) Intuition behaviour

(vii) Thinking behaviour

P.T.O.

(2)

Unit-I

- Using the Carl G. Jung's Personality theory analyse your personality. Discuss in detail which personality type you resemble the most and why? 10
- Draw a quality sketch of a public personality you admire. Give reasons for your answer. 10

Unit-II

- What is a Group discussion? Discuss the musts and must nots for a candidate during a Group Discussion. 10
- Define Interview. Elaborate on the various types of interviews that can be conducted for a candidate applying for a job. 10

Unit-III

- Define Meeting. Throw light on the process of organising an effective meeting? 10

ITS-3535

(3)

- "How is negotiation a key tool for successful business? Discuss the various approaches to negotiation 10

Unit-IV

- Power Point Presentations have become a useful tool for effective presentation. What are the do's and dont's of preparing an effective power-point presentation , also throw light on the merits of using audio- visual tools for presentation. 10
- What is Project Life Cycle? Discuss in detail. 10

ITS-3535

A (Printed Pages 3)

Roll. No. _____

ITS-3536

MTTM (EM) (Semester-I) Examination, 2016

Tourism and Event Products

(MTTMEM-104)

Time Allowed : Three Hours] [Maximum Marks : 70

Note : Answer **five** questions in **all**. Question **No.**

1 is **compulsory**. Attempt **one** question

from each unit.

1. Write short notes on any **five** of the follow-

ing: $5 \times 6 = 30$

(a) Importance of events in tourism

(b) Pre-planned events

(c) Artist based events

(d) Any two musical instruments of India

(e) Classical dances of Kerala

P.T.O.

(2)

- (f) Festivals of Mysore attracting international tourists.

Unit-I

2. Define the term products and how is it different from services? 10
3. What are the fundamental elements of a Tourist product? 10

Unit-II

4. How can you categorise event as a marketing tool? Explain. 10
5. Identify and explain the various categories of risk rated events. 10

Unit-III

6. How does culture of a destination attract tourist? Discuss with examples. 10
7. Write short notes on: 5+5
- (a) Miniature painting of Orissa
- (b) Kalamkari

ITS-3536

(3)

Unit-IV

8. Discuss any two fairs/festivals, of Rajasthan that attract international tourists. 10
9. Write short notes on any **two** of the following: 5+5
- (a) Eid-ul-fitr
- (b) Ganga water rally
- (c) Diwali

ITS-3536

A

(Printed Pages 3)

Roll No. _____

ITS-3537

M.T.TM. (EM) (Semester-I)

Examination, 2016

Tourism Concepts and Principles

M.T.T. MEM- 105

Time Allowed : Three Hours] [Maximum Marks : 70

Note : Attempt **five** questions in all. Question **No. 1** is **compulsory**. Attempt **one** question from each unit.

1. Attempt **all** the following parts. $5 \times 6 = 30$

- (a) What changes have taken place in the national tourism policy of India since its inception? Explain.
- (b) Write a note on history of tourism. Briefly explain tourism indicators.
- (c) Give examples and differentiate between tourists and excursionists.

P.T.O.

(2)

- (d) Explain the various A's of tourism.
- (e) Write a note on travel motivators. Briefly explain the types of tourism on the basis of origin and destination.

Unit-I

- 2. Is tourism an 'industry'? Comment on the statement and give reasons to justify your argument.
- 3. What are platforms of tourism? Explain in detail.

Unit-II

- 4. Write a note to statistically elaborate the highlights of tourism in the world. Also explain the present state of Indian tourism.
- 5. Explain the emerging trends in Indian Tourism.

Unit-III

- 6. What is national tourism advisory council? Write in detail about the role and functions of the ministry of tourism, Government of India in the development of tourism.

(3)

- 7. What is the difference between passport & visa? What are their various types?

Unit-IV

- 8. Comment on the role of UNWTO in the tourism sector. Write the full form of ICAO & IATA.
- 9. What is the role of IATA in aviation sector? Write the full form of FHRAI & TAAI.

A

(Printed Pages 3)

Roll No. _____

ITS-3538

M.T.T.M. (EM) (First Semester)

Examination, 2016

Event Management Concept

[MTTMEM-106]

Time Allowed : Three Hours] [Maximum Marks : 70

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

1. Write short notes on any **five** of the following:
 - (a) Characteristics of events 5×6
 - (b) Future trends of event industry
 - (c) Negotiating skills
 - (d) Internal and external events
 - (e) Purpose of a seminar
 - (f) Product Launches.

P.T.O.

(2)

Unit-I

2. What are the skills required for a career in events? Which industries can give a career opportunity for a person opting for this field? 10
3. Write short notes on : 5+5
- (a) Role of event coordinator
- (b) Evaluation of an event.

Unit-II

4. What is event planning? Give the step-by-step process to develop a successful event. 10
5. What are the phases of event management? Explain each phase. 10

Unit-III

6. What are board meetings? Discuss the crucial components of board meetings. 10
7. Give the steps of organising a successful fundraising events. 10

ITS-3538

(3)

Unit-IV

8. What is a social event? Describe any five types of parties. 10
9. Explain the steps of planning special events. 10

ITS-3538

A (Printed Pages 3)

Roll No. _____

ITS-3539

MTTM EM III-Semester, Examination, 2016

Basic Research Methods & Quantitative

Techniques

MTTM-301

Time Allowed : Three Hours] [Maximum Marks : 70

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

1. Write short notes on the following: $5 \times 6 = 30$
 - (a) Features of good research
 - (b) Interviews
 - (c) Primary Data
 - (d) Qualitative research
 - (e) Stratified Random Sampling
 - (f) Report writing

P.T.O.

(2)

Unit-I

2. Define Research and form of research in brief. 10
3. Discuss fundamental and applied form of research and its importance. 10

Unit-II

4. "How is sampling important in research." Comments. 10
5. Discuss about the data collection and its benefits for the Service Industry research. 10

Unit-III

6. Define Questionnaire and rating scale in brief. 10
7. Explain about the good report writing steps in detailed. 10

Unit-IV

8. Research is a fundamental approach of Service Industry. Comments. 10

(3)

9. Service Industry research mostly based on demography variable. Comments. 10

A (Printed Pages 3)

Roll No. _____

ITS-3540

MTTMEM III Sem. Examination, 2016

Event Regulation Legalities and Budgeting

(MTTMEM-302)

Time Allowed : Three Hours] [Maximum Marks : 70

Note : Answer **five** questions in all. **Question 1** is **compulsory**. Answer **one** question from each unit.

1. Attempt **all** the parts: $6 \times 5 = 30$
- What do sponsors look for when they agree to provide funds for an event.
 - In reference to event implementation and evaluation, explain the following : Event delivery and post event activities.
 - What is the need of promotion and publicity of an event? How does it help in securing sponsorship in future?

P.T.O.

(2)

(d) Write a note on the need of studying legal issues with reference to event management industry.

(e) What is event budgeting. What are the do's and don'ts of budget preparation?

Unit-I

2. Write a detailed note on Food safety and standards set, 2006. 10

3. Explain copyright set. 10

Unit-II

4. What is the use of Consumer Protection Act, 1986 in the field of event management? Explain.

5. Explain the following legal provisions briefly:
2×5=10

(a) The water (Prevention and Control of Pollution) Act, 1974.

(b) The Employee State Insurance Act.

(c) The Provident Funds Act.

(d) The Foreign Exchange Management Act.

ITS-3540

(3)

(e) The Air (Prevention and Control of Pollution) Act, 1981.

Unit-III

6. What is Event Vision? What things should be kept in mind while planning an event? Write in detail.

7. Explain at length the various ways of raising funds for an event.

Unit-IV

8. Write a detailed note on typical event expenditure heads with corresponding explanation of each head. 10

9. What is advance budgetary planning? Explain the risks associated with events (feasibility analysis).

ITS-3540

A

(Printed Pages 3)

Roll No. _____

ITS-3541

MTTMEM Semester III Examination, 2016

Human Resource Mgt.

MTTMEM-303

Time Allowed : Three Hours] [Maximum Marks : 70

Note : Answer **five** questions in all. Attempt any **one** question from each units. Question **No. 1** is **compulsory**.

1. Write short notes on the following: $5 \times 6 = 30$

- (a) HRD
- (b) HR strategies
- (c) Man Power Policy
- (d) Job design
- (e) Job evaluation
- (f) Reward policy

P.T.O.

(2)

Unit-I

2. What are the major issues of Human Resource management? How to resolve these issues? 10
3. Human Resource management is a tool of skills enhancement. Comments. 10

Unit-II

4. Define recruitment and its methods in brief. 10
5. Discuss about the basic barriers to the growth and development of organization. Comments. 10

Unit-III

6. Explain promotions and transfer's. Also discuss in brief about organizational promotions methods. 10
7. Define Training and its importance for the organization. 10

ITS-3541

(3)

Unit-IV

8. HRM is most important tool of organizational development in tourism industry. Comments on these statement. 10
9. Explain Employee Grievances and high lights its handling procedures in brief. 10

ITS-3541

A (Printed Pages 3)

Roll No. _____

ITS-3542
MTT MEM (III-Semester)
Examination, 2016
Entrepreneurship Crisis Mgt.
(MTT MEM-304)

Time Allowed : Three Hours] [Maximum Marks : 70

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

1. Write short notes on any **six** of the following:

6×5=30

- (i) Define 'Entrepreneurship' and explain it in your own words.
- (ii) Define 'Firm' and explain it in your own words.
- (iii) Define 'Event' and explain it in your own words.

P.T.O.

(2)

- (iv) Elaborate on styles of entrepreneurship.
- (v) Define 'Crisis' and explain it in your own words.
- (vi) Define 'Risk' and explain it in your own words.
- (vii) Elaborate on Crisis Leadership.

Unit-I

2. Who is an 'Entrepreneur'? Discuss the skills and characteristics of an entrepreneur. 10
3. Explain the concept of 'Sustainable Entrepreneurship Development'. Support your answer with suitable examples. 10

Unit-II

4. Throw light on the process of 'Event Entrepreneurship'. Describe the process in detail. 10
5. 'Entrepreneurial development is a sure sign of progress and success'; keeping the given statement in mind discuss Entrepreneurship development and its importance. 10

ITS-3542

(3)

Unit-III

6. Describe the need and importance of crisis Management? 10
7. Discuss the various types of Crisis that can take place in an Organisation. 10

Unit-IV

8. Write short notes on the following: $2 \times 5 = 10$
- (a) Difference between risk management and crisis management.
- (b) Defusing a crisis.
9. What are the various stages of Crisis? Describe the techniques of Management used at each stage. 10

ITS-3542

A (Printed Pages 3)

Roll. No. _____

ITS-3543

MTTM EM III Semester Examination, 2016

Event Creation and Mgt.

MTTM EM 305

Time Allowed : Three Hours] [Maximum Marks : 70

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

1. Write short notes on any **five** of the following: $5 \times 6 = 30$
 - (a) Work structure of delivering an event.
 - (b) Elements of a good event proposal
 - (c) Major considerations for selecting an event venue.

P.T.O.

(2)

- (d) Gantt charts, Run sheets and Check lists.
- (e) Importance of safety and security during events.
- (f) Points to maintain financial control system.

Unit-I

- 2. Define strategic event creation and explain the five principles of the same. 10
- 3. Diagrammatically represent any five types of room layout. 10

Unit-II

- 4. What are the important aspects of the theme that need to be considered by the event organiser? 10
- 5. List out the essential services that need to be provided by event organisers. 10

Unit-III

- 6. Discuss the importance of perceived service quality for an event. 10

(3)

- 7. With the help of a Model explain the five factors that event creators must adopt to know the audience/attende's in an event. 10

Unit-IV

- 8. What major issues need to be addressed in the financial management of an event. 10
- 9. Write short notes on: 5+5
 - (a) Break-even point
 - (b) Cash flow analysis

A

(Printed Pages 2)

Roll. No. _____

ITS-3544

B.B.A.(T) (Semester-I) Examination, 2016

PRINCIPLES OF MANAGEMENT

(B.P./OC)

(BTA-101)

Time Allowed : Three Hours] [Maximum Marks : 70

Note : Answer **five** questions in **all**. Question **No.**

1 is **compulsory**. Apart from that answer **one** question from each unit.

1. Write the short notes on the following:

(a) MBO $5 \times 6 = 30$

(b) Level of Management

(c) Planning

(d) Types of Groups

(e) Selection

(f) Decentralisation

P.T.O.

(2)

Unit-I

2. Discuss about the management and its functions in brief. 10
3. Explain about the SMT and its benefits. 10

Unit-II

4. Define Recruitment and its procedure in detailed. 10
5. Define Leadership and types of leadership. 10

Unit-III

6. Discuss about the Maslove theory of motivation in briefly. 10
7. Explain about the two factor theory of motivation. 10

Unit-IV

8. "Management is neede tool for business organisation". Comments on these statement. 10
9. Discuss organisational behaviour and its need's for the large size business organisation. 10

A (Printed Pages 3)

Roll No. _____

ITS-3545

BBA (T) Semester-I (BP/OC) Examination, 2016

Business Organization & Practice

(BTA-102)

Time Allowed : Three Hours] [Maximum Marks : 70

Note : Answer **five** questions in all. Question **No.1**

is **compulsory**. Attempt **one** question

from each unit.

1. Write short notes on the following: $5 \times 6 = 30$

(a) Forecasting

(b) Policy and strategy

(c) Group dynamics

(d) Selection

(e) Joint Stock Company

(f) Sole proprietorship

P.T.O.

(2)

Unit-I

2. Define planning and its importance. 10
3. Discuss in details about the formal and informal group. 10

Unit-II

4. Define staffing and its benefits in brief. 10
5. Discuss about the various method of Recruitment in brief. 10

Unit-III

6. Define meaning and nature of Business and explain the scope of Business. 10
7. Explains about the committee and its functions in brief. 10

Unit-IV

8. Discuss about the group and also high lights the importance of group in business Organization. 10

ITS-3545

(3)

9. Explain the middlemen and its functions in detailed. 10

ITS-3545

A

(Printed Pages 3)

Roll. No. _____

ITS-3546

B.B.A. (Semester-I) Examination, 2016

(B.P/OC)

SCIENCE OF TOURISM

(BTA-103)

Time Allowed : Three Hours] [Maximum Marks : 70

Note : Answer **five** questions in all. Question **No.**

1 is **compulsory**. Select **one** question

from each unit.

1. Write short notes on the following. $6 \times 5 = 30$

(a) Wonder lust.

(b) Rural Tourism

(c) In-bound Tourism

(d) Paid Holidays.

(e) Incentive Travel.

P.T.O.

(2)

Unit-I

2. What are the main components of Tourism Industry? Discuss. 10
3. Write short notes on the following: $5 \times 2 = 10$
- (a) Accommodation
 - (b) Industrial Revolution.

Unit-II

4. What is Travel Documentation? discuss its importance in Tourism Industry. 10
5. Explain the 'Robinsan's classification' of Travel motivators. 10

Unit - III

6. What Role can Tourism Industry play in the economic development at different level? 10
7. Write the short notes on the following $5 \times 2 = 10$
- (a) Wild life Tourism
 - (b) Eco-Tourism

ITS-3546

(3)

Unit -IV

8. What is organisation? Explain its role in Tourism Industry. 10
9. Write short notes on the following. $5 \times 2 = 10$
- (a) WTO
 - (b) FHRAI

ITS-3546

A

(Printed Pages 3)

Roll No. _____

ITS-3547

B.B.A. (T) (Sem.-I) Examination, 2016

(BP/OC)

Human Resource Management

(BTA-104)

Time Allowed : Three Hours]

[Maximum Marks : 70

Note : Attempt **5** questions in **all**. Question **No.1**

is **compulsory**. Answer **one** question of
each from all units.

1. Write short notes on the following: $5 \times 6 = 30$

(a) HRM

(b) Job satisfaction

(c) Job design

(d) Training

P.T.O.

(2)

(e) Performance Appraisal

(f) Salary and Wages

Unit-I

2. Define HRM and its benefits. 10

3. Define HRD and its benefits. 10

Unit-II

4. Discuss about the recruitment and methods of recruitment in brief. 10

5. Define selection and its importance for the business organisation. 10

Unit-III

6. Discuss about the Training and its basic objective for the organization. 10

7. Explain wages and salary in brief and its importance. 10

(3)

Unit-IV

8. HRM is a most important issues of business management. Comments. 10

9. Discuss in brief about the Human Resource planning and its objective. 10

A

(Printed Pages 2)

Roll No. _____

ITS-3548

B.B.A. (T) Semester-I (BP/OC)

Examination, 2016

Marketing Fundamentals

(BTA-105)

Time Allowed : Three Hours] [Maximum Marks :70

Note : Answer **five** questions in all. Question **No.1**

is **compulsory**. Apart from that answer

one question from each unit.

1. Write short notes on the following: $5 \times 6 = 30$

(a) Price policy

(b) Type of Market

(c) Segmentation

(d) Promotion Mix

(e) PR

(f) Channel of Distribution

P.T.O.

Unit-I

- 2. Define Marketing and its benefits for business organisation. 10
- 3. Discuss about the Marketing concepts and its needs for proper marketing. 10

Unit-II

- 4. Discuss about the Demographic segmentation and its importance in brief. 10
- 5. Explain the type of Marketing distribution network in brief. 10

Unit-III

- 6. Explain the positioning and its benefits. 10
- 7. Marketing Mix and its benefits in detailed. 10

Unit-IV

- 8. Marketing is a most important function of business organisation. Comment. 10
- 9. "Marketing policy is fundamental needs of large organisation" comments on these statement. 10

A

(Printed Pages 7)

Roll No. _____

ITS-3549

B.B.A. (T) (Semester-I) Examination, 2016

Business & Cost Accounting in Tourism

(B.P/OC)

(BTA-106)

Time Allowed : Three Hours] [Maximum Marks : 70

Note : Answer **five** questions in all. Question No.

1 is **compulsory**. Attempt **one** question

from each of the **four** Units. Simple calcu-

lators are allowed.

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

(a) Goods

(b) Prime Cost

(c) Management accounting

P.T.O.

(2)

- (d) Nominal accounts and rule of journal entry
- (e) Capital
- (f) Net profit vs Gross profit

Unit-I

2. What is financial accounting? How is it different from cost accounting? Give any two financial accounting principles along with it. 10
3. Prepare a cash book of HCL bros. with bank column and cash column for the month of April 2014, considering following information given below :

Date :	Particular	Amount
April 1	Balance of Cash in hand	4000
	Cash at bank	15000
	Fresh capital introduced in cash	58000
April 2	Cash deposited into bank	23000
April 4	Sold goods for cash	7000

ITS/3549

(3)

April 6	Received from Manish	8500
April 9	Electricity bill paid by cheque	2500
April 11	Machinery purchased	18000
April 14	Goods purchased from Ravi for cash	4500
April 17	Paid to Gaurav	1700
April 19	Withdrew from bank for private use	5000
April 21	Withdrew from bank for personal use	2000
April 22	Paid sent by cheque	1500
April 26	Received from Kapil	2900
April 27	Received cheque from Kavita	4000
April 29	Cheque received from Kavita sent to Bank	
April 30	Deposited into bank	6500
April 30	Paid Salaries	5700

Unit-II

4. From the following particulars given in the trial balance and additional information in the books of H.K. Group. Prepare a trading and profit

ITS/3549

P.T.O.

(4)

and loss a/c for the year ended 31/3/2014.

		10	
Debit balance	Amount	Credit balance	Amount
Land	15300	Sales	41460
Purchases	21200	Return outward	420
Salaries	2200	Interest	240
Rent	600	Creditors	4920
Postage	300	Loan	3000
Stationary	240	Capital	12000
Wages	5200		
Carriage inward	560		
Office expenses	500		
Carriage outward	800		
Repairs	900		
Bad debts	120		
Opening stock	3100		
Machinery	1700		
Furniture	1000		
Debtors	6000		
Cash in hand	1300		
Return inward	1020		
	62040		62040

In addition closing stock as on 31/3/2014 is valued at ₹ 2200.

ITS/3549

(5)

5. Distinguish between trial balance and balance sheet. Describe in detail importance of balance sheet for various stake holders. 10

Unit-III

6. Prepare a cost sheet from the following data to find out cost per unit and total profit :

Raw material consumed	₹ 160,000
Direct wages	₹ 80,000
Factory overheads	20% of Direct wages
Office overheads	10% of factory cost
Selling overheads	₹ 12000
Unit produced	4000 units
Units sold	3600 units
Selling price	₹ 100 per unit

ITS/3549

P.T.O.

(6)

7. What is Costing? Give the various functions of cost accounting. 10

Unit-IV

8. 'Budget is a tool of financial planning' Explain the statement and bring out various importance of budget. 10
9. (a) A radio manufactures finds that while it costs ₹ 6.25 per unit to make component "XX - 09" the same is available in the market at ₹ 5.75 each. Continuous supply is also fully assured. The breakdown of costs is :

	Price Per Unit
Materials	₹ 2.75
Labour	₹ 1.75
Other variable expenses	₹ 0.50
Depreciation & other fixed costs	₹ 1.25
	<u>6.25</u>

Will you make or buy the component 'XX-09'?

(7)

- (b) Explain standard costing. Discuss any two advantages of standard costing.

A

(Printed Pages 7)

Roll No. _____

ITS-3549

B.B.A. (T) (Semester-I) Examination, 2016

Business & Cost Accounting in Tourism

(B.P/OC)

(BTA-106)

Time Allowed : Three Hours] [Maximum Marks : 70

Note : Answer **five** questions in all. Question No. **1** is **compulsory**. Attempt **one** question from each of the **four** Units. Simple calculators are allowed.

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

- (a) Goods
- (b) Prime Cost
- (c) Management accounting

P.T.O.

(2)

- (d) Nominal accounts and rule of journal entry
- (e) Capital
- (f) Net profit vs Gross profit

Unit-I

2. What is financial accounting? How is it different from cost accounting? Give any two financial accounting principles along with it. 10
3. Prepare a cash book of HCL bros. with bank column and cash column for the month of April 2014, considering following information given below :

Date :	Particular	Amount
April 1	Balance of Cash in hand	4000
	Cash at bank	15000
	Fresh capital introduced in cash	58000
April 2	Cash deposited into bank	23000
April 4	Sold goods for cash	7000

ITS/3549

(3)

April 6	Received from Manish	8500
April 9	Electricity bill paid by cheque	2500
April 11	Machinery purchased	18000
April 14	Goods purchased from Ravi for cash	4500
April 17	Paid to Gaurav	1700
April 19	Withdrew from bank for private use	5000
April 21	Withdrew from bank for personal use	2000
April 22	Paid sent by cheque	1500
April 26	Received from Kapil	2900
April 27	Received cheque from Kavita	4000
April 29	Cheque received from Kavita sent to Bank	
April 30	Deposited Into bank	6500
April 30	Paid Salaries	5700

Unit-II

4. From the following particulars given in the trial balance and additional information in the books of H.K. Group. Prepare a trading and profit

ITS/3549

P.T.O.

(4)

and loss a/c for the year ended 31/3/2014.

10

Debit balance	Amount	Credit balance	Amount
Land	15300	Sales	41460
Purchases	21200	Return outward	420
Salaries	2200	Interest	240
Rent	600	Creditors	4920
Postage	300	Loan	3000
Stationary	240	Capital	12000
Wages	5200		
Carriage inward	560		
Office expenses	500		
Carriage outward	800		
Repairs	900		
Bad debts	120		
Opening stock	3100		
Machinery	1700		
Furniture	1000		
Debtors	6000		
Cash in hand	1300		
Return inward	1020		
	<u>62040</u>		<u>62040</u>

In addition closing stock as on 31/3/2014 is valued at ₹ 2200.

ITS/3549

(5)

5. Distinguish between trial balance and balance sheet. Describe in detail importance of balance sheet for various stake holders. 10

Unit-III

6. Prepare a cost sheet from the following data to find out cost per unit and total profit :

Raw material consumed	₹ 160,000
Direct wages	₹ 80,000
Factory overheads	20% of Direct wages
Office overheads	10% of factory cost
Selling overheads	₹ 12000
Unit produced	4000 units
Units sold	3600 units
Selling price	₹ 100 per unit

ITS/3549

P.T.O.

(6)

7. What is Costing? Give the various functions of cost accounting. 10

Unit-IV

8. 'Budget is a tool of financial planning' Explain the statement and bring out various importance of budget. 10
9. (a) A radio manufactures finds that while it costs ₹ 6.25 per unit to make component "XX - 09" the same is available in the market at ₹ 5.75 each. Continuous supply is also fully assured. The breakdown of costs is :

	Price Per Unit
Materials	₹ 2.75
Labour	₹ 1.75
Other variable expenses	₹ 0.50
Depreciation & other fixed costs	₹ 1.25
	<u>6.25</u>

Will you make or buy the component 'XX-09'?

ITS/3549

(7)

- (b) Explain standard costing. Discuss any two advantages of standard costing.

ITS/3549

A

(Printed Pages 2)

Roll No. _____

ITS-3550

B.H.M. (Semester-I) Examination, 2016

Food and Beverage Service-I

(BP)

(BHM-103)

Time Allowed : Three Hours] [Maximum Marks : 70

Note : Answer **five** questions in all. Question **No. 1** is **compulsory**. Attempt **One** question

from each unit.

1. Write short notes on the following: $5 \times 6 = 30$

(a) Side board

(b) Receiving the guest

(c) Name the cutlery & crockery

(d) Name different types of Food outlets.

(e) What is speciality Restaurant?

P.T.O.

(2)

Unit-I

2. Write scope of Catering in the industry 10
3. What is the scope of industrial canteen? 10

Unit-II

4. Explain the duties of Restaurant Manager? 10
5. Explain the duties of Restaurant Hostess? 10

Unit-III

6. What is a-la-carte menu? 10
7. Explain American plan and its advantages? 10

Unit-IV

8. Draw a Organization chart of a Restaurant? 10
9. Draw a organization chart of a five star Hotel? 10

A

(Printed Pages 3)

Roll No. _____

ITS-3551

B.H.M. (Semester-I) Examination, 2016

Business Communications Personality

Development

(B.P.)

(B.H.M. - 105)

Time Allowed : Three Hours] [Maximum Marks : 70

Note : Answer **five** questions in all. Question **No.**

1 is **compulsory**. Attempt **one** question from each unit.

1. Write short notes on any **six** of the following:

6×5=30

- (i) Communication Process (diagram)
- (ii) Ethics in business communication
- (iii) Horizontal Communication
- (iv) Do's of Group discussion

P.T.O.

(2)

- (v) Format of an agenda
- (vi) Define and explain business report
- (vii) Sign language.

Unit-I

- 2. Discuss the various barriers to communication. Why identifying and resolving these barriers important. 10
- 3. Write short notes on the following : 2×5
 - (a) Verbal Communication
 - (b) Non- Verbal Communication

Unit-II

- 4. How are Para language and Proxemics helpful in making business communication more effective. 10
- 5. What is kinesics? Who is an effective kines-
thetic speaker? 10

(3)

Unit-III

- 6. SWOT analysis is the simplest and most effective form of self analysis. Discuss. 10
- 7. 'First Impressions last the longest' Keeping the given statement in mind discuss the pre- interview preparations for a job interview. 10

Unit-IV

- 8. Write a letter for leave, to the head of your department, giving valid reasons for the leave. 10
- 9. What are the 7 C's of effective communication? Discuss. 10

A

(Printed Pages 3)

Roll. No. _____

ITS-3560

M.T.A. (Semester-II) Examination, 2016

Marketing Management

(M.T.T.M.-201)

Time Allowed : Three Hours] [Maximum Marks : 70

Note : Answer **five** questions in all. Question **No.**

1 is **compulsory**. Attempt **one** question from each of four unit.

1. Write short notes on the following: $5 \times 6 = 30$

- (a) Product mix
- (b) Promotion Mix
- (c) Segmentation
- (d) Distribution Management
- (e) Price Policy
- (f) Target Marketing

P.T.O.

(2)

Unit-I

2. Explain various concepts of Marketing with examples. 10
3. Explain Marketing information system and its benefits. 10

Unit-II

4. Define Segmentation and also discuss about the Demographic Segmentation in detail. 10
5. Discuss about the 'P's of Service Marketing. 10

Unit - III

6. Discuss about the PLC (product life cycle). 10
7. Price policy is primary function of Marketing Management. Explain in detail. 10

ITS-3560

(3)

Unit -IV

8. Discuss the relevance of publicity in Marketing Management. And also discuss various differences between publicity and advertising. 10
9. How Service Marketing is different from general Marketing? Comment on this statement. 10

ITS-3560

A

(Printed Pages 4)

Roll No. _____

ITS-3561

MTTM (II-Semester) Examination, 2016

Tourism Geography

(M.T.T.M. 202)

Time Allowed : Three Hours] [Maximum Marks :70

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

1. (a) On a map of India provided mark the following cities: 1×10

(i) Srinagar

(ii) Trivandrum

(iii) Bhopal

(iv) Jaipur

(v) Ahmedabad

(vi) Guwahati

P.T.O.

(2)

(vii) Bangalore

(viii) Chennai

(ix) Madurai

(x) Bhubhaneshwar

(b) Describe any **two** attractions of each state mentioned below: 2×5

(i) Uttar Pradesh

(ii) Rajasthan

(iii) Tamilnadu

(iv) Kerala

(v) Goa

(c) Give the Airport codes of the following airports 2×5

(i) Bangkok

(ii) Paris

(iii) Chicago

(iv) London

(v) Riyadh

ITS-3561

(3)

Unit-I

2. Discuss in detail about the climate of India. 10

3. Write short notes on: 5+5

(i) Legend/key

(ii) Bar scale

Unit-II

4. How does the climatic zone of Africa shapes its tourism Industry? 10

5. Write short notes on: 5+5

(i) Topographic regions of Asia

(ii) Physical features of Australia

Unit-III

6. Write an essay on the physical features of India. 10

7. What is Monsoon? How does it impact Indian Tourism? 10

Unit-IV

8. Describe the tourism potential of any two states of India in detail. 10

ITS-3561

P.T.O.

(4)

9. Give the city codes of the following: 10

(i) Cochin

(ii) Chandigarh

(iii) Srinagar

(iv) Indore

(v) Pune

(vi) Kolkatta

(vii) Mumbai

(viii) New Delhi

(ix) Lucknow

(x) Chennai

A

(Printed Pages 3)

Roll No. _____

ITS-3562

MTTM (Semester-II) Examination, 2016

Tourism Industry Orientation

(MTTM-203)

Time Allowed : Three Hours] [Maximum Marks : 70

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

1. (a) What is a travel agency? 5×6=30
- (b) Write briefly about major travel intermediaries in India.
- (c) What are the elements of entrepreneurship? Name some recent entrepreneurs of the tourism sector.

P.T.O.

(2)

(d) Write in brief about prominent online travel portals and low cost carriers in India. Also mention major air alliances.

(e) What are the characteristics of Indian hospitality sector? Name some major hospitality chains in India.

Unit-I

2. Write a detailed note on the origin and evolution of travel agency business in India and world over. 10
3. What are the different types of tour operators? Enumerate. 10

Unit-II

4. Explain the term disintermediation. Write a note on the scope of online travel companies in India. 10
5. Write a detailed note on the scenario of India aviation. Also mention the impact of FDI reforms in the sector. 10

ITS-3562

(3)

Unit-III

6. What is the potential of hospitality sector in India? Write in detail. 10
7. What is the scope of Air Cargo Logistics in India. Give examples of major companies in the sector. 10

Unit-IV

8. Write in detail about event management along with the skills required to excel in the sector. Name some prominent companies. 10
9. What makes India an ideal MICE destination? Explain. 10

ITS-3562

Roll No. _____

ITS-3563

M.T.T.M. (EM) (Semester-II)

Examination, 2016

International Tourism Products

(MTTM-204)

Time Allowed : Three Hours] [Maximum Marks : 70

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

1. (a) Match the following: $5 \times 2 = 10$

(i) Eiffel Tower Florence

(ii) Gon Dola Ride Ezypt

(iii) Madam Tussads Paris

(iv) Pyramids London

(v) Leaning Tower of Pisa Venis

P.T.O.

(2)

(b) Write down the currencies of the following countries: $5 \times 2 = 10$

(i) Singapore

(ii) Thailand

(iii) United Kingdom

(iv) Malaysia

(v) Switzerland

(c) Write down the time difference of the following destination from Indian standard time: $5 \times 2 = 10$

(i) UK

(ii) USA

(iii) Singapore

(iv) Australia

(v) Dubai

Unit-I

2. What do you understand by International Tourism? Write down a itinerary of 4night/5Days for any International destination? 10

ITS-3563

(3)

OR

3. Which are the countries included in South East Asia? Give the details of sight seeing of any countries with in South East Asia? 10

Unit-II

4. How do you calculate the time difference between the countries? Explain it with the help of an example? Write down any ten countries time difference from Indian Standard Time? 10

OR

5. Illustrate a itinerary of 14N/15Days Europe Holiday? 10

Unit-III

6. Give the details of the following attraction:
(i) Great Wall of China $2\frac{1}{2} \times 4 = 10$
(ii) Madam Tussads Wax Museum
(iii) Dead Sea
(iv) English Channel (Eurostar train ride)

ITS-3563

P.T.O.

(4)

OR

7. Give the detail of the following attraction:

(i) Statue of liberty $2\frac{1}{2} \times 4 = 10$

(ii) Tower of Pisa

(iii) Niagara falls

(iv) Under Sea transport Tunnels in Singapore.

Unit-IV

8. Write down a essay of 400 words about out-bound tourism from India. 10

9. Which country you want to visit in your life.

Give the details of that destination along with Itinerary and sightseeing of the destination?

10

A

(Printed Pages 4)

Roll No. _____

ITS-3564

M.T.A. (T) (Semester-II) Examination, 2016

Air Travel System & GDS

(MTTM-205)

Time Allowed : Three Hours] [Maximum Marks : 35

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

1. Decode the following cities and write their IATA areas and country. $1\frac{1}{2} \times 10 = 15$

(i) FRA

(ii) JED

(iii) PNQ

(iv) DXB

(v) SXR

P.T.O.

(2)

(vi) JNB

(vii) BNE

(viii) MOW

(ix) HYD

(x) SHA

Unit-I

2. Define the Fourth, Fifth and Sixth freedom of air. (with example) 5

3. Decode the following airlines : $\frac{1}{2} \times 10 = 5$

(i) LH

(ii) BA

(iii) UK

(iv) WY

(v) IX

(vi) SV

(vii) EK

(viii) SG

(ix) G8

(x) AI

ITS-3564

(3)

Unit-II

4. (a) What is the Global Indicators (GI) for the following journeys? $\frac{1}{2} \times 5 = 2.5$

(i) DELHI SHARJAH MILAN _____

(ii) ISTANBUL NEWYORK TOKYO _____

(iii) PUNE MANILA SEATTLE _____

(iv) MEXICO BOSTON DETROIT _____

(v) TORONTO BERLIN MILAN _____

(b) Define Around the World journey with example? $2\frac{1}{2}$

5. Define the kind of jaw in the below routings: 5

(i) YYC FRA // LON MUC YYZ

(ii) BOM PAR // DXB BOM

(iii) HYD LON NYC // FRA HYD

(iv) DEL HKG AKL BOM

(v) DEL MUC // FRA BOM

ITS-3564

P.T.O.

(4)

Unit-III

6. Describe the major documents required for travel from India? 5
7. Define the following. (with example) 5
- (i) One Way Journey
 - (ii) Round Trip Journey
 - (iii) Adult
 - (iv) Circle Trip

Unit-IV

8. Define the types of baggage concepts and mention the free baggage allowance. 5
9. Write the communication assuming you are the travel agent and taking a reservation from a passenger? 5

A

(Printed Pages 3)

Roll No. _____

ITS-3565

M.T.A. (Semester-II) Examination, 2016

Communicative English

(MTA-206)

Time Allowed : Three Hours] [Maximum Marks : 70

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

1. Write short notes on **any 5** of the following :

(Please give your answers with examples)

6×5=30

- (i) Clarity
- (ii) Concreteness
- (iii) Courtesy
- (iv) Correctness
- (v) Completeness

P.T.O.

(2)

(vi) Conciseness

(vii) Consideration

Unit-I

2. Define grapevine in your own words. Discuss the advantages and disadvantages of grapevine? 10
3. What are barriers to communication? Explain Psychological barrier in detail. 10

Unit-II

4. What is an agenda. Explain the function of agenda and draw a format of an agenda? 10
5. Write an apology letter, in block format, to your client for sending the wrong order? 10

Unit-III

6. What is oral presentation? Discuss factors that improvise oral presentation. 10
7. What is the language of 'Space'? Explain the concept of proxemics with relevant examples. 10

10

(3)

Unit-IV

8. Write short notes on the following : 2×5
 - (i) Group or panel interview
 - (ii) Work sample interview
9. Draw and explain the Shannon and Weaver's model of communication? 10

A

(Printed Pages 3)

Roll No. _____

ITS-3566

MTTMEM (II Sem.) Examination, 2016

Marketing & Sponsorship Management

Time Allowed : Three Hours] [Maximum Marks : 70

Note : Answer **five** questions in all. Question **No.1** is **compulsory**. Attempt **one** question from each of **four** unit.

1. Write short notes on the following :5×6=30
 - (a) Marketing Mix
 - (b) Distribution Management
 - (c) Target Marketing
 - (d) Need of Sponsorship in Event Industry
 - (e) Price Policy
 - (f) Promotion Policy of Event Industry

P.T.O.

(2)

Unit-I

2. Define Marketing Management and its importance. 10
3. Discuss about the Need of Marketing in Event Industry. 10

Unit-II

4. Explain the Demographic Segmentation in detail and also highlights its major benefits. 10
5. Marketing Management is core concept of Event Industry. Explain in detail. 10

Unit-III

6. Discuss about the product life cycle. 10
7. Price policy is primary feature of Sponsorship Management. Comment on this statement. 10

Unit-IV

8. Sponsorship is basic part of Social Event Industry. Explain in detail. 10

ITS-3566

(3)

9. Suggest few Special Strategies to build-up New Sponsor for Any Educational Event organised by Student Union.

ITS-3566

A

(Printed Pages 3)

Roll No. _____

ITS-3567

MTTM (EM) II Sem. Examination, 2016

Supply Chain Management

Time Allowed : Three Hours] [Maximum Marks : 70

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

1. Write short notes on the following: $5 \times 6 = 30$
 - (a) Material requirement planning
 - (b) Enterprise resource planning
 - (c) Aggregate planning
 - (d) Managing international supply chain
 - (e) Inventory reduction strategies

P.T.O.

(2)

Unit-I

2. Explain how to manage supply and demand to improve synchronization supply chain in the face of predictable variability. 10

OR

3. What are the new challenges faced by supply chain manager in the changing business landscapes. 10

Unit-II

4. What are the important decision phase in a supply chain. Explain significance of lack phases. 10

OR

5. Describe how a company achievement strategic fit between its supply chain strategy and competitive strategy. 10

(3)

Unit-III

6. What models of transportation are best for larger, low value shipment? Why? 10

OR

7. Explain key sourcing related process in supply chain. 10

Unit-IV

8. Discuss any four selective inventory control technique. 10

OR

9. Discuss the different factor influencing network design decisions. 10

A

(Printed Pages 4)

Roll No. _____

ITS-3568

M.T.T.M.E.M. (Semester-II)

Examination, 2016

Tourism & Event Industry Orientation

(MTTMEM-203)

Time Allowed : Three Hours] [Maximum Marks : 70

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

1. (a) Name some major travel intermediaries of India. Write briefly about them.

6×5=30

(b) What is the role of travel agency in tourism sector?

P.T.O.

(2)

- (c) Explain the term entrepreneurship. Write about some recent entrepreneurial ventures in the tourism sector.
- (d) Write briefly about the following :
- (i) Air Alliances
 - (ii) Major budget air carriers of India
 - (iii) Major Online Travel companies
- (e) What is the scope of air cargo logistics sector? Name some major companies of the aforesaid sector.

Unit-I

2. How has travel agency as a business evolved? Explain. 10
3. Write about different types of tour operators. 10

Unit-II

4. Explain in detail about the potential of Indian aviation. What is the impact of FDI reforms in the sector? 10

ITS-3568

(3)

5. Explain the meaning of disintermediation. What is the future of online travel companies? Make a critical assessment. 10

Unit-III

6. Explain the following : 10
- (i) potential of Indian hospitality sector
 - (ii) characteristics of Indian hospitality sector
 - (iii) classification of hotels in India
 - (iv) names and brief information about prominent hospitality chains of India.
7. What makes the hospitality industry as one of the key drivers of growth among services in Indian economy? Explain. 10

Unit-IV

8. What makes India a potential MICE destination? Write in detail. 10

ITS-3568

P.T.O.

(4)

9. What is event management? Enumerate the skills needed to excel in the sector. Also mention the names of prominent companies. 10

A (Printed Pages 3)

Roll. No. _____

ITS-3569

MTTM EM II Sem. Examination, 2016

Technology for Event Management

MTTMEM-204

Time Allowed : Three Hours] [Maximum Marks : 70

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

1. Write short notes on any **five** of the following: 5×6=30
- (a) Role of technology with events in the future
 - (b) Uses of projectors in events
 - (c) Webinars
 - (d) Use of Softwares for event planning
 - (e) Technology and guests' facial expressions.
 - (f) Trends of event technology in 2016.

P.T.O.

(2)

Unit-I

2. How is technology changing the way we plan and experience events? 10
3. Explain the advantages and disadvantages of event technologies in event management. 10

Unit-II

4. In what way has smartphones revolutionised the event industry? Comment. 10
5. Write short notes on the uses of the following devices in event management. 5+5
 - (a) Cameras
 - (b) 2-way radio.

Unit - III

6. How has internet impacted the event industry? Explain each impact with suitable examples. 10

ITS-3569

(3)

7. Write short notes on: 10
 - (a) Video Conferencing
 - (b) Web Costing

Unit -IV

8. What is Attendee Tracking System? How does it enhance attendee experience? 10
9. Discuss any two software that are used by the event industry. 10

ITS-3569

A

(Printed Pages 3)

Roll No. _____

ITS-3570

MTTM-EM (II Semester) Examination, 2016

Advertising and Sales Promotion

MTTM-EM-205

Time Allowed : Three Hours] [Maximum Marks : 70

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

1. Write short notes on any **(5)** of the following:

5×6

- (i) Advertisement
- (ii) Marketing Mix
- (iii) Consumer
- (iv) Communication Process
- (v) Poster
- (vi) Brand Equity

P.T.O.

(2)

Unit - I

2. Discuss the objectives and importance of advertising. 10

OR

3. Draw the 'response hierarchy' model and explain its different components in detail? 10

Unit -II

4. 'Research is a critical step in advertising'. Give your views. 10

OR

5. What is client evaluation? Explain the process of client evaluation. 10

Unit- III

6. Discuss the regulations that govern sales promotion. 10

OR

7. What is a sales promotion campaign? Discuss the various tools used in the campaign. 10

ITS-3570

(3)

Unit - IV

8. Define 'Promotion Mix'? Discuss the various strategies used to promote a product. 10

OR

9. Explain the various types and techniques of sales promotion. 10

ITS-3570

A

(Printed Pages 3)

Roll No. _____

ITS-3571

MTTM EM II Semester Examination, 2016

Communicative English

MTTMEM-206

Time Allowed : Three Hours] [Maximum Marks : 70

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

1. Write short notes on any **five (5)** of the following : 5×6

(i) Types of Communication

(ii) Grapevine

(iii) Verbal Communication

(iv) Memo

(v) Space and Communication

(vi) Agenda

P.T.O.

(2)

Unit - I

2. Explain the 7 Cs of effective communication and discuss their importance. 10
3. What is miscommunication? Discuss any two barriers to communication? 10

Unit -II

4. Write a covering letter for your resume. You are applying in an event management company for the position of intern. (The format of the letter should be Block). 10
5. What is an 'office notice'? Explain with the help of an example. 10

Unit- III

6. "Listening is as important as speaking." Discuss the importance of listening and explain factors that affect listening. 10
7. What is para language? Describe the various components of para language. 10

ITS-3571

(3)

Unit - IV

8. Explain the meaning of interview in your own words . Explain 'Peer Group interview' and 'Stress Interview' in your own words. 10
9. Draw and explain the David Berlo's SMCR Model of Communication. 10

ITS-3571

A

(Printed Pages 3)

Roll No. _____

ITS-3572

M.T.A. (Semester-IV) Examination, 2016

Business Environment

(MTA-401)

Time Allowed : Three Hours] [Maximum Marks : 70

Note : Answer **five** questions in all. Question **No.**

1 is **compulsory**. Attempt **one** question from each unit.

1. Write short notes on the following: $6 \times 5 = 30$

(a) SWOT

(b) External Environment

(c) SEZ

(d) FERA

(e) SEBI

(f) MNC'S

P.T.O.

(2)

Unit-I

2. Discuss the Business Environment and type of Environment in detail. 10
3. Define Environmental Analysis and its benefits. 10

Unit-II

4. Write a detailed note on the Economic roles of Government in India. 10
5. Explain CSR and need of CSR for Society Welfare in detail. 10

Unit-III

6. Define LPG and also explain the benefits of Globalization in brief. 10
7. Discuss about the Export and the role of Exim-Bank in Export and Import business. 10

(3)

Unit-IV

8. "In the world invention and innovation, Science and technology adoption is a crucial factor for survival of any business". Explain. 10
9. What are the main objective of SEBI. 10

A

(Printed Pages 3)

Roll No. _____

ITS-3573

M.T.A. (Semester-IV) Examination, 2016

New Age Tourism

(MTA-402)

Time Allowed: 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 : $6 \times 5 = 30$

(a) What is Urban Tourism? Name some destinations popular for the aforesaid form of tourism.

(b) What is Experience Economy?

P.T.O.

(2)

- (c) Write a note on Photographic Tourism.
- (d) What efforts are being made by the Government of India to promote Film Tourism?
- (e) Explain the following :
- (i) Literary Tourism
 - (ii) Space Tourism
- (f) What is the scope of Sports Tourism in India?

Unit-I

2. What factors have led to the rise of mass tourism? Write a detailed note. 10
3. Define Special Interest Tourism (SIT). What is the scope of SIT? Explain with examples. 10

Unit-II

4. Explain Festival Tourism in detail. 10
5. Write a detailed note on Gastronomic Tourism. 10

ITS-3573

(3)

Unit-III

6. What is Virtual Tourism? Is it a threat or an opportunity? Elaborate. 10
7. Write a detailed note on the potential of Antarctic Tourism. 10

Unit-IV

8. Explain Pro-Poor Tourism. What is the state of Uttar Pradesh doing to promote this form of tourism? 10
9. What is the scope of Wellness Tourism in India? Explain in detail? 10

ITS-3573

A

(Printed Pages 3)

Roll. No. _____

ITS-3574

M.T.A. (Semester-IV) Examination, 2016

(Business Presentation Skills)

(MTA-403)

Time Allowed : Three Hours] [Maximum Marks : 70

Note : Answer **five** questions in all. Question **No.**

1 is **compulsory**. Attempt **one** question from each unit.

1. Write short notes on any **five** of the follow-

ing: 5×6=30

- (i) Email etiquettes
- (ii) Cultural Barrier
- (iii) Para language
- (iv) Talk conferencing
- (v) SWOT analysis
- (vi) Formal communication.

P.T.O.

(2)

Unit-I

2. "Effective Listening is a powerful tool in the communication process." Discuss the above statement by describing the importance of improvising listening skills. 10
3. What is an interview? Discuss 'Work sample interview and Behavioural or STAR interview' in detail. 10

Unit-II

4. Define 'Business Report'. Explain the various steps of writing an effective report? 10
5. "Modern Technology is an important tool of Business Communication." Discuss the above statement by focusing on video-conferencing as a Business communication tool. 10

Unit - III

6. Describe in detail factors that affect oral presentations. 10

ITS-3574

(3)

7. 'Non-verbal language is an important and integral part of communication.' Discuss. 10

Unit -IV

8. Define the purpose of business presentation in your own words. Discuss the do's and don'ts of a presentation? 10
9. Evaluate yourself and perform a SWOT analysis of your personality for the service sector? 10

ITS-3574

A

(Printed Pages 3)

Roll No. _____

ITS-3575

B.B.A.(T) (Semester-II) Examination, 2016

Human Resource Management

(BTA-201)

Time Allowed : Three Hours] [Maximum Marks : 70

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

1. Write short notes on the following : $6 \times 5 = 30$

- (a) HRD
- (b) Need of HRM
- (c) Job Discription
- (d) Training
- (e) Performance Appraisal
- (f) Recruitment

P.T.O.

(2)

Unit - I

2. Elaborate the HRM and Need of HRM in Tourism. 10
3. Explain the HRP and its benefits. 10

Unit -II

4. Discuss about the Recruitment and also explain the various method of Recruitment. 10
5. Explain the training and development and also explain the need of training in Tourism. 10

Unit- III

6. Explain Motivation and Maslow theory of Motivation in detail. 10
7. Promotion is the important tool of employee motivation. Explain in brief. 10

Unit - IV

8. Explain various parts of salary formulation and also discuss the need of wages in tourism industry. 10

ITS-3575

(3)

9. What is Grievance? And Discuss the various procedure for Grievance handling in an enterprise. 10

ITS-3575

A

(Printed Pages 4)

Roll No. _____

ITS-3576

B.B.A.(T) (Semester-II) Examination, 2016

Tourism Products

(BTA-202)

Time Allowed : Three Hours] [Maximum Marks : 70

Note : Answer **five** questions in all. Question **No.1** is **compulsory**. Select **one** question from each unit. $5 \times 6 = 30$

1. (a) What is the difference between tourism product and tourism resource? Explain with examples.
- (b) What is the role of UNESCO and ASI in the tourism sector?
- (c) Write about the religious monuments associated with Islam and Sikh religion in India.

P.T.O.

(2)

(d) Write a note on the natural UNESCO

World heritage sites of India.

(e) Name the states in which the following attractions are located:

(i) Champaner - Pavagadh Archaeological Park

(ii) Kubhalgarh fort

(iii) Chola Temples

(iv) Sun Temple

(v) Chattrapati Shivaji Terminal

(vi) Hemis National Park

Unit - I

2. What are the different types of tourism products? Explain. 10

ITS-3576

(3)

3. Explain any four characteristics of tourism products. 10

Unit - II

4. Write briefly about Indian architecture. Name and describe any five archaeological sites of India. 10

5. Write in detail about the char dhams of India and Uttarakhand. 10

Unit - III

6. Name famous museums and art galleries of India. 10

7. Write briefly about the following: $2 \times 5 = 10$

(i) Kangra Fort

(ii) Dilwara Temple

(iii) Akshardham

ITS-3576

P.T.O.

(4)

(iv) Mahishasura Mardini Cave

(v) Qutub Minar.

Unit - IV

8. Name ten hill stations of India. Write about the location & USP. 10

9. What is island tourism? Name some popular island destinations of India. 10

A

(Printed Pages 3)

Roll No. _____

ITS-3577

B.B.A. (T) (Semester-II) Examination, 2016

Computer Application

(BTA-203)

Time Allowed: Three Hours]

[Maximum Marks: 35

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

1. Explain the following : $3 \times 5 = 15$

- (a) Word Art & Paint
- (b) Explain Header & Footers
- (c) Ms Excel
- (d) Word Processor
- (e) Database

P.T.O.

(2)

Unit-I

2. What do you understand by computer memory? Explain the secondary memory. 5
3. What is operating system? Explain its user in computer and also elaborate its Types. 5

Unit-II

4. What is storage devices? Explains all features primary storage. 5
5. What is computer language? Explain various types of computer languages in detail? 5

Unit-III

6. What is Input and Output devices? Explain various Types of Input and output device in detail with examples. 5
7. Explain the generations of computer and their features with examples. 5

ITS-3577

(3)

Unit-IV

8. What is Internet? How it is Important in tourism? Explain its benefit in details. 5
9. What is www? Explain its features. 5

ITS-3577

A

(Printed Pages 4)

Roll No. _____

ITS-3578

B.B.A. (Tourism) II-Semester

Examination, 2016

Destination Mapping (World)

(BTA-204)

Time Allowed : Three Hours / [Maximum Marks : 70

Note : Answer **five** questions. Question **No.1** is **compulsory**. Answer **one** question from each unit. The World map will be provided at Examination centre.

1. (a) On the world map provided to you mark the following: 20
- (a) Mediterranean Sea
 - (b) Paris
 - (c) Kabul
 - (d) Sahara desert
 - (e) Great Barrier Reef
 - (f) New Zealand
 - (g) Bangkok

P.T.O.

(2)

- (h) Tokyo
- (i) New York
- (j) Amazon Basin
- (k) Arabian Sea
- (l) Bay of Bengal
- (m) Caribbean Sea
- (n) Ottawa
- (o) Rockies
- (p) Dubai
- (q) Beijing
- (r) Rome
- (s) R. Nile
- (t) R. Thames

(b) Write short notes on: 5×2

- (a) Effect of climate on tourism
- (b) Characteristics of Indian outbound tourists

Unit-I

2. List the capital and currency of the following Countries: 10

- (a) United Kingdom
- (b) Germany
- (c) United States of America

ITS-3578

(3)

- (d) Brazil
- (e) Indonesia
- (f) Sri Lanka
- (g) Australia
- (h) Greece
- (i) Egypt
- (j) New Zealand

3. For the following cities give the name of an airport along with its IATA code: 10

- (a) Bangkok
- (b) London
- (c) Sydney
- (d) Tokyo
- (e) Chicago
- (f) Lucknow
- (g) Moscow
- (h) Mexico
- (i) Kathmandu
- (j) Madrid

Unit-II

4. What is the association between the physical features of a destination and tourism? Explain with examples. 10

ITS-3578

P.T.O.

5. Give the main physical features of: 5+5

- (a) Australia
- (b) N. America

Unit-III

6. How does climate affect tourism in: 10

- (a) Singapore
- (b) USA
- (c) Spain
- (d) Antarctica

7. Discuss the tourism potential of any four of the top ten countries with respect to tourist arrivals. 10

Unit-IV

8. What are the Visa formalities required by an Indian to visit different places of Europe. 10

9. Write short notes on: 5+5

- (a) Health regulations and formalities.
- (b) Insurance.

A

(Printed Pages 3)

Roll No. _____

ITS-3579

B.B.A. (T) (II Semester) Examination, 2016

Cultural Tourism

(BTA-205)

Time Allowed : Three Hours] [Maximum Marks : 70

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

1. Write short notes on any **5** of the following :

5×6=30

(i) Bihu Folk Dance

(ii) Diwali

(iii) Chikankari

(iv) Lucknow Mahotsav

P.T.O.

(2)

(v) Kuchipudi

(vi) Nautanki

Unit - I

2. What is the full-form of ICOMOS. Discuss the Mission, purpose and objectives of ICOMOS.

10

3. Write the full-form of INTACH. Elaborate on the mission, purpose and objectives of INTACH.

10

Unit -II

4. Discuss any one classical dance and one folk dance of your choice. Discuss the difference between classical and folk dance styles. 10

5. 'Indian Culture' is unique throughout the world. Discuss the salient features of Indian Culture that make it exclusive? 10

ITS-3579

(3)

Unit- III

6. Explain the importance of handicrafts in promoting Tourism in India. 10

7. Authentic Indian Cuisine is the foundation of many a 'Gourmet Tours' to India. Elaborate with relevant examples. 10

Unit - IV

8. What is Ethnicity? Ethnic tourism is trending in many parts of India. Elaborate with suitable examples. 10

9. Write short notes on : 2×5

(i) Taj Mahotsav

(ii) Ganga Mahotsav

ITS-3579

A

(Printed Pages 3)

Roll No. _____

ITS-3580

B.B.A. (T) (Semester-IV) Examination, 2016

HOTEL MANAGEMENT

(BTA-401)

Time Allowed : Three Hours] [Maximum Marks : 70

Note : Answer **five** questions in all. Question **No.1**

is **compulsory**. Attempt **one** question

from each unit.

1. Write short notes on the following : $6 \times 5 = 30$

(a) Heritage Hotel

(b) Hotel categories

(c) Type of Room

(d) Reservation types procedure

(e) Role of House keeping

(f) Method of payments

P.T.O.

(2)

Unit-I

2. Discuss about FO's (front office) and its function. 10
3. Discuss about the FO's co-ordination with other department of Hotel. 10

Unit-II

4. Discuss in detail of various type of hotel room. 10
5. Explain in brief of type of room rates offered by Hotel. 10

Unit-III

6. Explain various selling techniques used by Hotel manager to sale the hotel room and services in brief. 10
7. How will you organise a Group arrival? 10

(3)

Unit-IV

8. Draw an organisation chart of House Keeping Department of hotel and also explain its function. 10
9. Discuss various cleaning equipment and agents used by house keeping department of hotel.

10

Roll No. _____

ITS-3581**B.B.A.(T) (Semester-IV) Examination, 2016****Airlines Operations Ticketing & GDS****(BTA-402)***Time Allowed : Three Hours] [Maximum Marks : 35***Note :** Answer **five** questions in all. Question **No.1** is **compulsory**.

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

(a) Name of Passengers:

(i) Mr. Nishant Gupta 38 years

(ii) Mrs. Nisha Gupta 30 years

(iii) Master Yogesh 08 years

(iv) Miss Preetii 08Jan2016 (DOB)

(b) Sector is LKO-BOM on 9W/Dates 12

Aug.

P.T.O.

(2)

- (c) Class V (Chose any line no.)
- (d) Ticketing time limit is 1Aug till 1700.
- (e) Passenger Contact number is 121212121.
- (f) Passengers need Veg meal.
- (g) Booking received from Mr. Rahul.

Unit-I

2. Write short notes on any **two** of the followings: 5

- (i) Global Distribution System
- (ii) HIP
- (iii) Warsaw Convention
- (iv) POE clearance in India
- (v) EMS

3. What do you understand with Freedom of Air? Explain 1 and 2 with example. 5

Unit-II

4. Write down the command to Decode the following and their names (AMADEUS). 5

ITS-3581

(3)

- (i) VIE (City)
- (ii) GB (Country)
- (iii) UK (Airline)
- (iv) 320 (Equipment)
- (v) LHR (Airport)

5. How to sign-in in all work area in the details 1985GP/AS and how to move to work area B. (AMADEUS). 5

Unit-III

6. Explain the following status codes: 5

- (i) HK
- (ii) UN
- (iii) UU
- (iv) KL
- (v) HN

7. Decode following airline codes: 5

EY, UK, OS, LH, KQ, TG, MH, UL, EK, KL

ITS-3581

P.T.O.

(4)

Unit-IV

8. Define baggage concepts and explain about free baggage allowances. 5
9. Write down the command to know the fare of following Itinerary by fare quote pricing method.. (AMADEUS) 5

Sector	Airline
LKO - DEL	9W
DEL - MCT	9W
MCT - LKO	WY

A

(Printed Pages 3)

Roll No. _____

ITS-3582

BBA (Tourism) IV Sem. Examination, 2016

Event Management in Tourism

(BTA-403)

Time Allowed : Three Hours] [Maximum Marks : 70

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

1. Write short notes on any **five** of the following :

5×6=30

- (a) Scenario of event industry in India
- (b) Qualities of successful event professional
- (c) Importance of feed back in events.
- (d) Charity events

P.T.O.

(2)

(e) Corporate events

(f) Role of event coordinator

Unit-I

2. What is event management? Explain the linkages between tourism and event industry.

10

3. Discuss the various career opportunities in event management.

10

Unit-II

4. Differentiate between social and business events. Give suitable examples.

10

5. Explain with the help of a flow chart the steps of event planning.

10

Unit-III

6. What steps need to be followed to organise a successful wedding occasion?

10

7. Give the classification of special events and explain each with suitable examples.

10

(3)

Unit-IV

8. What are the different ways of creating awareness about the launch of new products/brands? 10

9. Highlight the different sections of a sample conference planning checklist. 10

A

(Printed Pages 3)

Roll No. _____

ITS-3583

B.B.A. (T) (Fourth Semester)

Examination, 2016

TRAVEL WRITING

(BTA-404)

Time Allowed : Three Hours] [Maximum Marks : 70

Note : Answer **five** questions in all. Question **No.1**

is **compulsory**. Attempt **one** question from
each unit.

1. Write short notes on any **five** of the follow-
ing: 5×6=30

(i) Hand bill

(ii) Poster

(iii) Referencing

(iv) Essay Writing

P.T.O.

(2)

(v) Promotional letters

(vi) Travel journal

Unit - I

2. Throw light on the importance of travel-writing and its relevance in history. 10
3. Highlight and explain the importance points of the Copyright Act, 1957. 10

Unit - II

4. What are 'travelogues'. Explain your answer with relevant examples. 10
5. 'Travel Guides are an essential tool for travel information'. Give your opinion and explain the concept of 'Travel Guides' with relevant examples. 10

Unit - III

6. 'A picture is worth a thousand words'. Keeping the above statement in mind discuss the importance of photography in Travel Writing. 10

(3)

7. 'Travel Reporting' in an exclusive and unique art and cannot be compared with other genres of writing. Discuss. 10

Unit - IV

8. 'Travel portals have taken over the world of Tourism by a storm.' Elaborate on the above statement and discuss the process of writing for travel portals? 10
9. Explain in detail the process and steps of printing a brochure for a destination. 10

A

(Printed Pages 4)

Roll No. _____

ITS-3584

B.B.A. (T) (Semester-IV) Examination, 2016

Research Methodology in Tourism

Time Allowed : Three Hours] [Maximum Marks : 70

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

1. Write short notes on the following (Do any **Six**) : $5 \times 6 = 30$
- (a) Features of a good Research.
 - (b) Sources of Research.
 - (c) Primary and Secondary data along with it's sources.
 - (d) Sampling.

P.T.O.

(2)

- (e) Hypothesis.
- (f) Experimental Research Design.
- (g) Report Writing and its significance.
- (h) Difference between Qualitative and Quantitative research.

Unit-I

2. The study of Research Methodology has now become an essential part of every field. Discuss how the study of Research Methodology is helping in different areas of tourism. Explain with suitable examples. 10
3. What is Research Methodology? Explain the process of Research (Stages) along with the factors determining the research problem. 10

Unit-II

4. Explain the various Errors than can occur while conducting the research process also discuss

ITS-3584

(3)

- various parameters that should be considered while selecting a research problem. 10
5. How is Sampling important in the process of Research Methodology, Explain its significance and discuss any four types of Random Sampling. 10

Unit-III

6. Write short note on the following : 5+5=10
- (a) Identification of research problem.
 - (b) Qualitative Research.
7. Explain the following : 5+5=10
- (a) Descriptive Research design.
 - (b) Quota sampling and Shopping mall Intercept sampling.

Unit-IV

8. Discuss various types of research. Explain Quantitative research and give any two types of Quantitative research. 10

ITS-3584

P.T.O.

(4)

9. Give the complete format of the report writing and also discuss it's significance in Research Methodology. 10

A

(Printed Pages 3)

Roll No. _____

ITS-3585

B.T.A. (Semester-VI) Examination, 2016

Tourism Laws

(BTA-601)

Time Allowed : Three Hours / [Maximum Marks : 70

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

1. Write short notes on any **5** of the following :

5×6=30

(i) Consumer

(ii) Tour Package

(iii) Antiquities

(iv) Passport

(v) Baggage Concession

(vi) Foreigner

P.T.O.

(2)

Unit - I

2. "Consumer is the King, in today's market scenario." Explain the given statement while focusing on the Consumer Protection Act? 10
3. Elaborate on the legal precautions that must be taken by travel agents and tour operators regarding sale of tour-packages and travel services? 10

Unit -II

4. 'Tourism is declared as a priority sector by the Government of India.' Discuss the financial and non-financial incentives available to the tourism sector stakeholders and investors. 10
5. What are 'Freedom of Air'. Elaborate on the advantages of Freedom of Air to the civil-aviation industry. 10

Unit- III

6. Discuss the importance of Ancient Monument and Archaeological sites and Remain Act with reference to conserving and preserving our historical heritage? 10

ITS-3585

(3)

7. 'It is important to preserve our natural heritage whether they are in the form of flora or Fauna.'
Explain and Highlight the important points of the Wildlife Protection Act? 10

Unit - IV

8. Discuss the restrictions and conditions applied on foreigners entering in India? 10
9. What is a passport? Elaborate on the significance and importance of different types of passport? 10

ITS-3585

A

(Printed Pages 3)

Roll No. _____

ITS-3586

B.B.A. (T) (Semester-VI) Examination, 2016

Tourism Development and Govt. Policy

(BTA-602)

Time Allowed : Three Hours] [Maximum Marks : 70

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

1. (a) What are the steps involved in the planning process? 5×6=30
- (b) What are the socio-cultural consequences of unplanned development of tourism?
- (c) What is Tourism Finance Corporation of India Limited?

P.T.O.

(2)

(d) What initiatives have been taken by the state of Gujrat to promote tourism?

(e) Write a note on Incredible India campaign.

Unit-I

2. Define Tourism Planning. What are the environmental consequences of unplanned tourism development? Write a note. 10

3. Write a detailed note on the factors which should be considered while making a plan to develop tourism? 10

Unit-II

4. Explain the term tourism policy. What is its utility? 10

5. Write a detailed note on the national tourism policy of the Government of India. 10

Unit-III

6. Write a note on the promotional activities undertaken by ministry of tourism, government of India. 10

ITS-3586

(3)

7. Write a detailed note on the plan adopted by the state of Kerala to promote its tourism. 10

Unit-IV

8. Write short notes on: 10

(a) TAJ MAHOTSAVA

(b) KHAJURAHO MAHOTSAVA

9. Define heritage hotels with their types. Write briefly about any five leading heritage properties of India. 10

ITS-3586

A

(Printed Pages 3)

Roll. No. _____

ITS-3587

B.B.A.(T)(Semester-VI) Examination, 2016

Entrepreneurship Development in Tourism

(BTA-603)

Time Allowed : Three Hours] [Maximum Marks : 70

Note : Answer **five** questions in all. Question **No.**

1 is **compulsory**. Attempt **one** question from each unit.

1. Write short notes on any (5) **five** : $6 \times 5 = 30$
- (i) Motivation and Traits
 - (ii) Entrepreneurial competencies
 - (iii) Market assessment
 - (iv) Business Plan
 - (v) Ownership structure of large organization
 - (vi) E-governance

P.T.O.

(2)

Unit-I

2. Describe the Entrepreneurship and its importance for the growth and development of Tourism Industry. 10
3. Discuss about the various type of Enterprises and its benefits for employment generation in tourism Industry. 10

Unit-II

4. Explain Market Assessment and as an Entrepreneur also explain its benefits in brief. 10
5. Solution of technology is a main part of entrepreneurship. Support your answer with reasons. 10

Unit - III

6. Discuss about the various source of finance and also highlight the rule of government agencies in the field of Business Set-Up. 10
7. Describe various type of ownership structure in brief. 10

(3)

Unit -IV

8. Marketing Management is core concepts used by the all kind of Entrepreneurship traits. Explain in detail. 10
9. Financial Management is important for new business organization. Discuss in detail. 10

A

(Printed Pages 3)

Roll No. _____

ITS-3588

B.B.A. (T) (Semester-VI) Examination, 2016

Business Environment

(BTA-604)

Time Allowed : Three Hours] [Maximum Marks : 70

Note : Answer **five** questions in all. Question **No.1**

is **compulsory**. Attempt **one** question

from each unit.

1. Write short notes on the following: $6 \times 5 = 30$

(a) LPG

(b) FEMA

(c) FOREX

(d) Internal Environment

(e) SEBI

P.T.O.

(2)

Unit-I

2. Explain Business Environment and also highlight the importance of Internal & External Environment for the growth and development of tourism in India. 10
3. Explain the basic philosophies of Capitalism. And also explain its disadvantage for Tourism Industry. 10

Unit-II

4. Write a detailed essay on the economic rules of Government in India. 10
5. Discuss about the benefits of CSR. 10

Unit-III

6. Explain LPG and also highlight the advantage of liberalization for the benefits of Small-Scale Industry. 10
7. Explain FEMA and its benefits. 10

ITS-3588

(3)

Unit-IV

8. Examine the fiscal policy in India critically. 10
9. Discuss about the objective and function of SEBI. 10

ITS-3588

A (Printed Pages 3)

Roll No. _____

ITS-3589

B.T.A. (Semester-VI) Examination, 2016

Tourism & Hospitality Laws

(BP, Old Course)

(BTA-601)

Time Allowed : Three Hours] [Maximum Marks : 70

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

1. Write short notes on any **5** of the following:
 - (i) Monument 6×5=30
 - (ii) Heritage
 - (iii) Alien Passport
 - (iv) Visa
 - (v) BTQ (outbound tourist)
 - (vi) Ethics

P.T.O.

(2)

Unit-I

2. Write short notes on the following: $5 \times 2 = 10$
- (i) Differentiate between Rights and duties.
 - (ii) Differentiate between piece system and weight system.
3. Define Eco-system and eco-tourism. What are the regulations that govern tourist Movements for the protection of ecologically delicate areas in India? 10

Unit-II

4. Explain the classification and categorisation procedures that are followed in the accommodation sector to maintain the standards of facilities provided by them? 10

ITS-3589

(3)

5. Discuss the financial and non-financial incentives, provided by the government of India, to the hospitality sector in India. 10

Unit-III

6. Throw light on the laws that protect the antiquities and art treasures of India. 10
7. Discuss the rules and regulations that protect and conserve the Ancient Monuments and Archaeological sites of India. 10

Unit-IV

8. Discuss the meaning and importance of Passport and briefly explain the procedure of acquiring an Indian Passport? 10
9. Explain the rules and regulation applicable on foreigners who are visiting India? 10

ITS-3589

A

(Printed Pages 3)

Roll No. _____

ITS-3590

B.B.A. (T) (Semester-VI) Examination, 2016

Tourism Strategy

(B. P. Old Course)

(BTA-602)

Time Allowed : Three Hours] [Maximum Marks : 70

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

1. Write short notes on any **5** of the following :

5×6=30

- (i) Tourist
- (ii) Destination
- (iii) Responsible Tourism
- (iv) Marketing
- (v) Tourism trends
- (vi) Eco-tourism

P.T.O.

(2)

Unit - I

2. Draw and discuss the Destination Life Cycle in detail. 10
3. Discuss the role of Media and Social-media in the promotion of Destinations? 10

Unit - II

4. Discuss strategies that should be adopted by the Indian Government to promote India as a "Destination for All." 10
5. Describe the focus or thrust areas adopted by the Ministry of Tourism for the development of Tourism in India. 10

Unit - III

6. 'Public-Private Partnership has proven to be the best method of Tourism Development.' Discuss. 10
7. Discuss the contemporary trends in Tourism in India. 10

ITS-3590

(3)

Unit - IV

8. Describe the strategies adopted by the Government of India to promote tourism in India, both at the International and domestic level? 10
9. Discuss the impact of tourism on the Environment. Throw light on the methods to be adopted to minimise these impacts. 10

ITS-3590

A

(Printed Pages 3)

Roll No. _____

ITS-3591

B.B.A. (T) (Semester-VI) Examination, 2016

Destination Development and Policies

(B.P. Old Course)

(BTA-603)

Time Allowed : Three Hours] [Maximum Marks : 70

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

1. (a) Explain the concept of heritage hotels with examples. 5×6=30
- (b) Explain any two tourist trains of India.
- (c) Write a detailed note on Buddhist Circuit.
- (d) Explain the term 'Golden Triangle'.
- (e) Define the term 'tourist destinations'.

P.T.O.

(2)

Unit-I

2. What are the socio-cultural unsequences of unplanned tourism development? 10
3. What are the environmental consequences of development of tourism in a unplanned way. 10

Unit-II

4. Explain the term tourism policy along with its utility. 10
5. What is TFCI? Explain. 10

Unit-III

6. What steps are being taken by the tourism departments of the state of Kerala & Gujarat to promote tourism in their state? Explain. 10
7. Write a note on overseas promotional activities of the Ministry of Tourism, Government of India. 10

ITS-3591

(3)

Unit-IV

8. Write notes on: 10
 - (i) Taj Mahotsava
 - (ii) Khajuraho dance festival
 - (iii) Maru Mahotsava
9. Write in detail about any five leading heritage properties in India. 10

ITS-3591

A

(Printed Pages 3)

Roll No. _____

ITS-3592

B.B.A. (T) (Semester-VI) Examination, 2016

Entrepreneurship Development in Tourism

(B.P. Old Course)

(BTA-604)

Time Allowed : Three Hours] [Maximum Marks : 70

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

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

(a) Materials Management

(b) Risk Analysis

(c) Advertising

(d) Source of finance

P.T.O.

(2)

(e) Motivation and traits

(f) Co-ownership

Unit-I

2. Define entrepreneurship and its benefits for growth and development of Tourism Industry. 10

3. Explain key traits of Entrepreneur in brief. 10

Unit-II

4. Describe business plan for development of new travel business. 10

5. What are the Do's and Dont's of being successful in a Entrepreneur of tourism Industry. 10

Unit-III

6. Discuss the relevance of Market Assessment in tourism business. 10

(3)

7. Explain key factor to be decided about making a financial plan. 10

Unit-IV

8. Describe importance of various source of finance. 10

9. Elaborate the importance of Marketing Management. 10

A

(Printed Pages 3)

Roll No. _____

ITS-3593

B.T.A. (Sixth Semester) Examination, 2016

Emerging Issues & Trends in Tourism

(BTA-605)

Time Allowed : Three Hours] [Maximum Marks : 70

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

1. Write short notes on the following: $5 \times 6 = 30$
 - (a) Impact of pollution
 - (b) Effect of Global Warming
 - (c) Travel Agents
 - (d) Tour operation

P.T.O.

(2)

- (e) Ground operator
- (f) Whole sale travel Agency

Unit-I

- 2. What is Green Tourism? Explain. 10
- 3. What is white river rafting. Explain in brief. 10

Unit-II

- 4. What is Out bound Tourism. Discuss in detail. 10
- 5. What is GDS and its benefits in brief? 10

Unit-III

- 6. What is Motel and where they are situated? 10
- 7. Explain the emerging trends in tourism industry. 10

Unit-IV

- 8. How will you promote youth tourism in India? 10

(3)

- 9. What types of facilities are required to promote Agra-Lucknow and Varanasi is a tourist circuit. 10

A

(Printed Pages 3)

Roll No. _____

ITS-3594

B.H.M. II Sem. Examination, 2016

Accommodation Operation-II

Time Allowed : Three Hours] [Maximum Marks :70

Note : Answer **five** questions. Question **No.1** is **compulsory.**

1. Write short note- 6×5=30
- (a) Checklist
 - (b) Importance of inspection
 - (c) Types of Linen
 - (d) Par stock
 - (e) Public area

Unit-I

2. Explain areas usually neglected where special

P.T.O.

(2)

attention is required. 10

OR

3. What do you understand by delegation to cleaning staff. 10

Unit-II

4. Selection of Linen for different department of Hotels? 10

OR

5. Explain the Process of Intending Articles from Stores? 10

Unit-III

6. What step and precaution you will take while cleaning the Public area in the Hotel? 10

OR

7. Explain different types of Food outlets in the hotel?. 10

(3)

Unit-IV

8. Explain the procedure of daily cleaning of the Room? 10

OR

9. How many Types of Key? And key handling process? 10

A

(Printed Pages 3)

Roll No. _____

ITS-3595

B.H.M. II Sem. Examination, 2016

Front Office Operation-II

Time Allowed : Three Hours] [Maximum Marks : 70

Note : Answer **five** questions in all. Question **No.1**

is **compulsory**. Attempt **one** question

from each unit.

1. Attempt **all** the followings : $5 \times 6 = 30$

(a) Role of front office on arrival of guest

(b) Guest registration

(c) Guest History card

(d) Rack rate

(e) Discounts

P.T.O.

(2)

Unit-I

2. Describe different type of plans. Which of these is most suitable plan for a tourist with reasons there of. 10
3. Discuss the role of front office allowing discount to their guests. 10

Unit-II

4. Describe guest cycle. Discuss in point form the action of front office in pre-arrival of the guest. 10
5. Describe the role of front office during the guest stay and after departure of the guest. 10

Unit-III

6. Role of front office in selling of the room. 10
7. Room is highly perishable commodity. Role of different discounts. 10

ITS-3595

(3)

Unit-IV

8. Describe Guest history card and it's role in guest satisfaction. 10
9. Discuss the role of front office in message and mail handling. 10

ITS-3595

A

(Printed Pages 3)

Roll No. _____

ITS-3596

BHM (II-Semester) Examination, 2016

Food and Beverage Service-II

Time Allowed : Three Hours] [Maximum Marks :70

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

1. Write short notes on the following: $6 \times 5 = 30$

(a) Room Service Menu

(b) Order taking

(c) Red wine

(d) Sparkling wine

(e) Food & wine harmony

P.T.O.

(2)

Unit-I

2. Explain the service of Room Service. Step by Step? 10

OR

3. What is Room Service Menu. Explain in brief. 10

Unit-II

4. What is Wine. Explain the classification of wine? 10

OR

5. Explain different types of glasses used in Food & Beverage? 10

Unit-III

6. What is Beer. Explain? 10

OR

7. Write different types of Beer (Brand) of Indian and International Beer available in India. 10

ITS-3596

(3)

Unit-IV

8. Write different types of Whisky available in India? 10

OR

9. What is Cheese? and write the name of Branded cheese available in India? 10

ITS-3596

A

(Printed Pages 3)

Roll No. _____

ITS-3597

B.H.M. (II Semester) Examination, 2016

Food Production II

(BHM-204)

Time Allowed : Three Hours] [Maximum Marks : 70

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

1. Write in short : $6 \times 5 = 30$

(i) Troncon

(ii) Julienne

(iii) Cereals

(iv) Kadhai Masala

(v) Curd & Yoghurt

(vi) Chaat Masala

P.T.O.

(2)

Unit - I

10

2. Name various herbs and explain their used in Indian Cookery.
3. Describe various types of Cream and their uses in Food Production.

Unit -II

10

4. How many types of Basic Gravies are there in Indian Cookery. List all spices used for making Garam Masala.
5. Draw layout of a Large Kitchen of a Hotel.

Unit- III

10

6. List and explain in short any 10 (Ten) Indian Desserts.
7. Give salient features of Punjabi Cuisins. Also prepare a 5 course menu.

ITS-3597

(3)

Unit - IV

10

8. Classify fish with example. Explain points to remember while selecting fish.
9. Classify Vegetables. Explain how to retain colour of Vegetable.

ITS-3597

A

(Printed Pages 8)

Roll No. _____

ITS-3598

BHM (II-Semester) Examination, 2016

Hotel Accountancy

BHM-205

Time Allowed : Three Hours] [Maximum Marks :70

Note : Answer **five** question. Question **No.1** is **compulsory** and attempt any **one** question from each unit.

1. Answer the following: (Do any **six**) $6 \times 5 = 30$
 - (a) Explain financial accounting.
 - (b) What is a Petty cash book?
 - (c) Give the differences between Real account and Nominal account.
 - (d) Write a short note on Management accounting.
 - (e) Explain Job costing.
 - (f) What is a Bank Reconciliation Statement?
 - (g) Types of Cost Audit (Explain).
 - (h) Classify the budgets on the basis of "Time" and "Flexibility".

P.T.O.

(2)

Unit-I

2. What is accounting? Discuss the objectives of accounting and explain what do you understand by the "Going Concern Concept" in accounting and give its significance with suitable examples. 10
3. Prepare, a Double column cash book (with cash and Bank column) in the accounts books of Rabi for recording the following transactions and balance it on the closing date of the month: 10

2012

January	Amount
1 st Cash Balance	Rs. 1,150
1 st Bank Balance	
	Rs. 35,00
5 st Paid to shop-employee, his salary at the end of the month by cheque	Rs. 1000
11 th Sold goods to Kapil for cash.	Rs. 500
18 th Deposited office cash into	

ITS-3598

(3)

Bank.	Rs. 400
24 th Rabi withdrew from bank for personal use	Rs. 500
27 th Rabi withdrew cash from bank for office use.	Rs. 1000
30 th Sold goods to Arun, who paid the amount by cheque.	Rs. 1000
31 th for business purpose, Rabi deposited his personal money into bank	Rs. 550

Unit-II

4. Answer the following: 5+5=10
- (a) Explain the terms "Gross Profit" and "Net Profit" with their significance. 5
- (b) Give the difference between "Trading account" and "Profit and Loss account". 5
5. From the following Trial Balance of Shri Rai Bahadur, prepare Trading and Profit and Loss A/c for the year ending 31st December 2014 and Balance Sheet as on that date. The closing stock on 31st December 2014 was valued at Rs. 25,000. 10

ITS-3598

P.T.O.

(4)

	Dr. Rs.	Cr. Rs.
Opening stock	20,000	—
Sundry creditors	—	15,000
Purchases	75,000	—
Sales Return	8,000	—
Freight & Carriage	7,500	—
Purchases Return	—	3000
Sales	—	2,50,000
Commission received	—	3,300
Wages	36,500	—
Salaries	12,000	—
Repairs	1,200	—
Trade Expense	4,000	—
Rent and Taxes	24,000	—
Cash in hand	5,700	—
Bills Receivable	4,000	—
Debtors	55,000	—
Capital		1,70,000
Interest on bank deposit		2,000
Plant & Machinery	1,60,000	—
Withdrawals (drawings)	16,600	—
Bills Payable		6,200
Bank deposit	20,000	—
	<u>4,49,500</u>	<u>4,49,500</u>

ITS-3598

(5)

Unit-III

6. What is cost accounting? Discuss its importance (advantages). Also explain any two fundamental principles of costing. 10
7. Below is the enumerated expenditure for a year in the manufacture of a product: 10

Rs.

Raw Material	56,000
Fuel	14,000
Electric Power	2,800
Process & General Wages	1,26,000
Repairs	4,800
Carriage Inward	4000
Light & Water	800
Office Salary	14,000
Administrative Expenses (office)	10,000
Rent (Factory)	4000
Tax & Insurance (Factory)	800

ITS-3598

P.T.O.

(6)

Depreciation on Machine	4,800
Advertisement	1,000
Salaries to Sales Agent	1,600
Carriage on Sales	400
Units Manufactured	40,000

Units

Prepare a cost sheet for the year showing cost per unit for each item of expenses and also the total cost of the production.

Unit-IV

8. A Company manufactures two products X and Y and runs three sales-divisions for marketing them. Prepare from the following information, a Sales Budget for a period of six months ending on 30-6-2011 to be presented to the Budget Committee.

Budgeted sales for the six months ended

ITS-3598

(7)

31.12.2010 were as follows: 10

Product	Div.I	Div.II	Div.III
X	1,600@ ₹10	2,400@ ₹10	2,400@ ₹10
Y	800@ ₹9	4,800@ ₹9	2,000@ ₹9

Actual sales for the same period were:

Product	Div.I	Div.II	Div.III
X	2,000@ ₹10	3,200@ ₹10	2,800@ ₹10
Y	400@ ₹9	4,000@ ₹9	1,600@ ₹9

The following decisions have been taken at the meeting of the Sales Managers:

- (i) The price of X product be increased by ₹1, as there is a good demand for this product and that it is at present under priced.
- (ii) The price of Y product be reduced by ₹1, as this product is over-priced and is not getting a good market.

ITS-3598

P.T.O.

(8)

As a result of the above decisions, the Divisional Sales Manager have made the following estimates.

Percentage increase over Previous Budget:

Product	Div. I	Div. II	Div. III
X	20%	30%	10%
Y	5%	10%	8%

9. Answer the following: 5+5=10
- (a) Give the objectives of budgetary control. 5
- (b) Give the difference between Cost Audit and Financial Audit. 5

A

(Printed Pages 3)

Roll No. _____

ITS-3599

B.H.M. II Semester Examination, 2016

Computer Applications

Time Allowed : Three Hours] [Maximum Marks : 35

Note : Answer **five** questions in all. Question **No.1**

is **compulsory**. Attempt **one** question from

each unit.

1. Explain the following : $3 \times 5 = 15$

(a) Word Art & Paint

(b) Explain Header & Footers

(c) MS Windows

(d) Word Processor

(e) MS Excel

P.T.O.

(2)

Unit - I

2. What do you understand by Computer Memory? Explain its types. 5
3. What is operating system? Explain its uses in computer and also elaborate its types. 5

Unit -II

4. Explain the storage devices with explains all features. 5
5. What is computer language? Explain various types of computer language in detail? 5

Unit- III

6. What is Input and Output devices? Explain various types of Input and Output devices in details. 5
7. Explain the generations of computer and their features. 5

(3)

Unit - IV

8. What is Internet? How it is Important in tourism? Explain its benefit in details. 5
9. What is Email? Explain its features. 5