

Question Paper Code : 5301

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

(Regular, B.P. and Exempted)

MANAGEMENT CONCEPTS & ORGANIZATIONAL BEHAVIOUR

[M.T.T.M.-101]

Time : 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**. Besides this, **one** question to be attempted from each unit.

1. Write short notes on the following : [5x6=30]
- (a) Planning
 - (b) Organizing
 - (c) Selection
 - (d) Importance of Management

(e) Line diagram of Maslow's theory of Motivation.

(f) Directing

UNIT-I

2. Define Management and its nature in brief. [10]
3. Discuss about the Management Administration theory in detail. [10]

UNIT-II

4. Illustrate about the short term and long term plan and its importance in brief. [10]
5. Explain the various type of organisation structure in brief and also design its line diagram.

UNIT-III

6. Discuss the difference between leadership and management and also explain the need of good leader. [10]
7. Define Controlling. How does controlling make working effective in business organisation ? [10]

UNIT-IV

8. Management is important to run business organisation in smooth way. Comment on this statement. [10]
9. Management develop the platform to use the resources as per need of organisation. Comment. [10]

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Question Paper Code : 5302

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

(Regular / Back Paper / Exempted)

FINANCIAL AND COST ACCOUNTING

[M.T.T.M. - 102]

Time : 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**. Besides this, **one** question is to be attempted from each unit. Simple calculator is allowed.

1. Write short notes on the following : [6x5=30]
- (a) Management Accounting
 - (b) Going Concern concept
 - (c) Batch costing
 - (d) Convention of Materiality
 - (e) Make or Buy decision
 - (f) Difference between Trading A/C and Profit and Loss A/C.

UNIT-I

2. What is Financial Accounting ? How it is different from Book-keeping ? Give any four convections of Accounting. Explain briefly. [10]
3. Record the following transactions in a double-column Cash Book with cash and bank columns and balance the book on 31st January, 2012 : [10]

2012 Jan.		Rs.
1	Cash in hand	2,750
	Cash at bank	62,400
4	Received from Shila cash Rs. 1,200 and a cheque for Rs. 3,200, and sent the cheque to bank	
7	Paid salary to staff by cheque	15,600
9	Withdrawn cash from bank for office use	21,900
12	Interest paid by bank on bank balance	1,200
16	Purchased furniture for cash	16,500
21	Paid Limton and Co. by cheque	10,900
24	Proprietor withdrew from office cash for his personal use	1,600
29	Sold goods to Manab for cash	14,800
31	Deposited office cash into bank	21,200

UNIT-II

4. Answer the following : [5+5=10]
- (a) Define current assets and fixed assets. Give suitable examples.
- (b) Define Manufacturing account. Give the significance of manufacturing account.
5. From the following balances extracted from the leader of Sri. M.K. Palit, prepare the Trading and Profit and Loss account for the year ending 30th June, 2012 and a Balance Sheet as on 30th June, 2012 : [10]

	Rs.
Cash at bank	5,000
Drawings	8,700
Capital account	3,00,000
Wages (productive)	25,600
General expenses	15,900
Salaries	1,12,600
Wages (non-productive)	2,000
Rent, rates and taxes	50,900

Freight and duty	5,000
Carriage inwards	4,400
Carriage outwards	1,400
Sales	6,64,700
Returns outward	2,800
Purchases	3,72,000
Plant and machinery	2,70,000
Stock (1 st July, 2011)	47,500
Returns inward	3,500
Furniture and fixtures	15,000
Sundry debtors	80,000
Discount received	2,000
Sundry creditors	50,000

The following adjustments are necessary :

- Stock on 30th June, 2012 was valued at Rs. 56,000.
- Depreciate plant and machinery by 10% and furniture and fixtures by 5%.

UNIT-III

- Answer the following : [5+5=10]
 - Define Cost Centers. Give any three types of cost centers.
 - Give any three methods of costing under continuous operation costing method.
- The following data for a year in the manufacture of a product : [10]

Raw Material	Rs. 56,000
Fuel	Rs. 14,000
Electric Power	Rs. 2,800
Process and General wages	Rs. 1,26,000
Repairs	Rs. 4,800
Light and water	Rs. 800
Office salary	Rs. 14,000
Administrative expense (office)	Rs. 10,000
Units manufactured	Units 40,000
Rent (Factory)	Rs. 4,000
Tax and Insurance (Factory)	Rs. 800

Depreciation on Machine	Rs. 4800
Advertisement	Rs. 1000
Salaries to Agent	Rs. 1600
Carriage on sales	Rs. 400

Prepare a Cost Sheet for the year showing cost per unit for each item of expenses and also the total cost and production.

UNIT-IV

8. What is Cost Audit ? Give the various difference between Cost Audit and Financial Audit. [10]
9. Answer the following : [5+5=10]
- (a) From the following data prepare a Production Budget :

	X	Y	Z
Opening Stock	16,000	18,000	24,000
Estimated sales	1,20,000	1,00,000	1,60,000
Closing stock	20,000	16,000	28,000
Normal loss in Production	5%	4%	10%

- (b) Define operating cost and process costing method. Explain briefly.

Question Paper Code : 5303

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

(Regular/Back Paper/Exempted)

PERSONALITY ENHANCEMENT

[M.T.T.M.-103]

Time : Three Hours]

[Maximum Marks : 70

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

1. Write short notes on the following : [6x5=30]
- (a) Explain the word "PERSONALITY".
 - (b) Explain Dress to fit in.
 - (c) Creating a positive first impression.
 - (d) 80/20 rule. Explain.
 - (e) Don't delay do it Today Explain.

UNIT-I

2. Discuss the difference between extrovert and introvert people. [10]
3. How will you make people think in your way ? [10]

UNIT-II

4. What points you will keep in your mind while appearing for interview ? [10]
5. Question that evaluaters ask themselves during group discussion, explain. [10]

UNIT-III

6. What is Agenda ? Explain the importance of Agenda. [10]
7. Explain the three characteristics of a negotiation. [10]

UNIT-IV

8. What are the two types of negotiating approach ? [10]
9. What is the importance of Presentation skill in Tourism Sector ? [10]

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Question Paper Code : 5304

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

(Regular/Back Paper/Exempted)

TOURISM PRODUCTS OF INDIA

[MTTM-104]

Time : Three Hours]

[Maximum Marks : 70

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

1. Write short notes on the following : [5x6=30]
- (a) Elements of tourism products
 - (b) Basic structure of a Mosque
 - (c) Classification of Hindu temples
 - (d) Difference between classical and folk dances
 - (e) Bhimbetka cave paintings
 - (f) Importance of events in tourism

UNIT-I

2. What is a tourism product and how is it different from other products ? [10]
3. How does UNESCO classify heritage ? What are the criterias Bet by UNESCO for declaring a world heritage property ? [10]

UNIT-II

4. Describe the basic parts of temples of Orissa. [10]
5. What is a Buddhist Stupa ? Describe its parts. [10]

UNIT-III

6. Give the classification of classical dance forms of India. [10]
7. Discuss the important musical instruments of India. [10]

UNIT-IV

8. Describe in detail an International fair of India that attracts foreign and domestic tourists. [10]

9. Elaborate on any two religious festivals of India that attracts international visitors. [10]

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Question Paper Code : 5305

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

(Regular/Back Paper/Exempted)

TOURISM CONCEPT & PRINCIPLES

[MTTM-105]

Time : Three Hours]

[Maximum Marks : 70

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

1. Attempt all the following parts : [6x5=30]
- (a) Explain travel motivators. Write the latest update on travel indicators.
 - (b) Write a note on the economic significance of tourism.
 - (c) Write the difference between tourists and excursionists with examples.
 - (d) Write the main phases in the history of tourism.

- (e) Explain passport and visa in detail.

UNIT-I

2. Write a detailed note on the nature and characteristics of tourism 'industry'. [10]
3. Define tourism and explain the various A's of tourism. [10]

UNIT-II

4. Write a note on the emerging trends of tourism in India. [10]
5. Explain any two : [10]
- (a) Environmental implications of tourism
- (b) New thrust areas of tourism
- (c) Present state of Indian tourism with statistical data

UNIT-III

6. Write in detail about the role of Ministry of Tourism, Government of India in developing the sector. [10]
7. How the tourism policy of India transformed from its inception ? Explain. [10]

UNIT-IV

8. Explain the role of UNWTO and its functions in detail. Write the full forms and main function of ICAO. and PATA. [10]
9. What role does IATA play in the aviation sector ? Write the full form and main function of FHRAI and TAAI ? [10]

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Question Paper Code : 5306

MTTM (Semester-I) Examination, 2017

(Regular/Back Paper/Exempted)

COMPUTER APPLICATION

[MTTM-106]

Time : Three Hours]

[Maximum Marks : 35

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

1. Write short notes on the following : [3x5=15]
- (a) Windows operating system
 - (b) System Softwares
 - (c) Uses of computers
 - (d) Home Ribbon in MS-word
 - (e) Types of computers

UNIT-I

2. What are input output devices ? Explain five for each in detail. [5]
3. Give the importance of information technology in tourism. [5]

UNIT-II

4. What is Random Access Memory (RAM) ? Explain its use in computer system. [5]
5. What is secondary storage ? Explain its utility in computer system. [5]

UNIT-III

6. What is operating system ? Explain various types of operating system in detail. [5]
7. Explain : [5]
 - (a) Windows 10
 - (b) Desktop
 - (c) Control Panel

UNIT-IV

8. What is mail merge in word ? Explain its steps in detail.[5]
9. Explain : [5]
 - (a) Bullets and numbering
 - (b) Page setup
 - (c) Borders and Shading

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Question Paper Code : 5307

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

(Regular/Back Paper/Exempted)

BASIC RESEARCH METHODS & QUANTITATIVE TECHNIQUES

[M.T.TM-301]

Time : Three Hours]

[Maximum Marks : 70

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

1. Write short notes on the following : [5x6=30]
- (a) Qualities of a good research
 - (b) Ethics in research
 - (c) Source of data
 - (d) Chapterization
 - (e) Literature review

- (f) Central tendency

UNIT-I

2. What is research ? Explain briefly the different types of research. [10]
3. Discuss the role of research in the field of tourism development. [10]

UNIT-II

4. Discuss the role of sampling in the research process and also explain different types of sampling methods. [10]
5. What is primary data and secondary data ? Discuss briefly, various methods of data collection. [10]

UNIT-III

6. What is a questionnaire ? Discuss various scaling techniques that can be used to construct a good questionnaire. [10]
7. What is the significance of report writing ? Discuss the various types of reports. [10]

UNIT-IV

8. Explain Chi-square test. Give the various parameters that need to be satisfied to apply Chi-square test. [10]
9. What is graphical representation of data ? Explain briefly different types of graphical representation of data. [10]

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Question Paper Code : 5308

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

TOURISM IMPACTS

[M.T.T.M.-302]

Time : Three Hours]

[Maximum Marks : 70

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

1. Write short notes on **any six** of the following :[6x5=30]

- (a) 5P's of sustainable development
- (b) Changing desires of travelers
- (c) TSA and its benefits
- (d) Tourism's contribution to environmental conservation
- (e) Environmental Monitoring
- (f) Demonstration Effect

- (g) The Link between Heritage Conservation and Tourism

UNIT-I

2. How can a tourism firm contribute to achieving the millennium development goals formulated by UNWTO. [10]
3. Discuss the contribution of tourism in achieving any five SDG. [10]

UNIT-II

4. Explain with the help of a diagram the types of linkage between tourism and the local economy. [10]
5. What are the negative impacts of tourism on economy? [10]

UNIT-III

6. How should tourist locations be properly managed in order to safeguard environment? [10]
7. What is Biodiversity? Discuss the positive and negative impacts of tourism on biodiversity. [10]

UNIT-IV

8. Describe Doxey's Irridex Model and its implication on tourism. [10]
9. What do you understand by the term 'commodification' and 'standardisation' of tourism? [10]

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Question Paper Code : 5309

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

HUMAN RESOURCE MANAGEMENT

[MTTM-303]

Time : Three Hours]

[Maximum Marks : 70

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

1. Write short notes on the following : [5x6=30]
- (a) HRD
 - (b) HRP
 - (c) Job evaluation
 - (d) Job design
 - (e) Promotions and transfers
 - (f) Recruitment

UNIT-I

2. Human Resource Management is important aspect of business organisation. Explain in brief. [10]
3. Human Resource Management is needed part of business future expansion. Discuss in detail. [10]

UNIT-II

4. Performance Appraisal is tool of organisational employee motivation. Justify in brief. [10]
5. Discuss about the employee relationship management and also explain its benefits for the organisation. [10]

UNIT-III

6. Define Grievance and how it reduces employee productivity in organisation ? [10]
7. Illustrate the benefits of salary hike in term of employee motivation. [10]

UNIT-IV

8. Human Resource Development (HRD) is a matter of overall development in organisation. Critically examine in brief. [10]

9. HRM is best practice of business organisation. Explain in detail. [10]

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Question Paper Code : 5310

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

SURFACE TRAVEL GEOGRAPHY

[MTTM-304]

Time : Three Hours]

[Maximum Marks : 70

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

1. Read the given case and answer the following questions.

CASE STUDY

The BICYCLE Alexander travels has a group of 20 pax comprising couples, families and friends where the group get an opportunity to cycle but not necessarily everyday. This group is GROUP-A and is visiting Rome.

Alexander travels has another group GROUP-B for Salalah. This group loves to escape and have selected add-ons and packages that provide local knowledge sometimes on cycles sometimes without it. They cycle 25-40 kms a day.

Alexander travels has set up an office at Goa for casual cyclists who undertake leisurely circular rides of 15-25 kms.

Questions :

- (a) Keeping LUMSDON (1996) in mind and his market segmentations recognise and classify GROUP-A, GROUP-B and target market for the ALEXANDER TRAVEL'S office at GOA. [6]
- (b) Discuss the characteristic of each segment and their requirement in detail. [6]
- (c) Briefly discuss the main motivations for cycling. [8]
- (d) SUSTRANS - a national sustainable transport and construction company which designs and builds routes and is a charity has described the cycle tourism market, segments and product requirements. Discuss the information in a tabular format as mentioned below. [10]

MARKET SEGMENT	TYPES OF ACTIVITY REQUIRED	PRODUCT REQUIREMENT
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UNIT-I

2. Write a detailed essay on the importance of surface transportation in the tourism sector establishing relationship between transport and tourism. [10]
3. Critically analyze the 'Rail and Road' policy of the Indian government. [10]

UNIT-II

4. Discuss the policy issues in tourist transport relating it to the era demarcation by BUTTON and GILLING WATER (1983). [10]
5. Write short notes on : [10]
- (a) AMTRAK
- (b) BRITRAIL or EURAIL

UNIT-III

6. "Indian railways has a very bright future ahead." Discuss the statement with the support of new trends in Indian railways. [10]

7. Mountain trains are, were and will be India's offering to the joy seeking tourist. Discuss any two (02) mountain trains in detail. [10]

UNIT-IV

8. Discuss the different kind of 'car hire businesses' and the categories of 'international coach travel market'. [10]
9. Highway tourism is a unique product of Indian tourism. Illustrate your answer with suitable examples. [10]

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Question Paper Code : 5311

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

CARGO MGT.

[MTTM-305(b)]

Time : Three Hours]

[Maximum Marks : 70

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

1. Write short notes on the following : [30]
- (a) Export
 - (b) Integrator
 - (c) Minimum Weight
 - (d) Consignment
 - (e) Master Airwaybill
 - (f) Heavy Cargo
 - (g) Cargo Terminal Services

- (h) Types of special markings
- (i) Aircraft ULDs
- (j) Handling of Live Animal

UNIT-I

2. Describe Shipper and also mention their main objectives. [10]
3. Decode the following cities and write their IATA areas : [10]
- (a) SXR
 - (b) AKL
 - (c) ZRH
 - (d) FRA
 - (e) CCU
 - (f) JED
 - (g) BOM
 - (h) BAH

- (i) AMD
- (j) VIE

UNIT-II

4. Write short notes on : [10]
- (a) Import
 - (b) Integrator
 - (c) Warehouse
 - (d) Forwarder
5. Encode the following Airlines : [10]
- (a) LH
 - (b) QR
 - (c) CX
 - (d) S2
 - (e) AQ
 - (f) MH

(g) EK

(h) EY

(i) JL

(j) AZ

UNIT-III

6. (a) What are the functions of a cargo agent ? [5]
(b) What are the services rendered by an IATA cargo agent ? [5]
7. What are the steps taken in case the shipment is not picked by the consignee ? [10]

UNIT-IV

8. What is an Air Waybill and also discuss the significance of the A WB ? [10]
9. What do you understand by labelling and marking and mention the mandatory information on the label ? [10]

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Question Paper Code : 5312

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

TOUR OPERATION & DESTINATION MANAGEMENT

[MTTM-305(C)]

Time : Three Hours]

[Maximum Marks : 70

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

1. (a) Which places and country a traveller is if he/she is standing at the following attractions ? [1x10]
- (i) Taj Mahal
 - (ii) Christ The Redeemer
 - (iii) Machu Picchu
 - (iv) Pyramids
 - (v) Colosseum
 - (vi) Petra

- (vii) Great Wall
- (viii) Chichen Itza
- (ix) Banana Reef
- (x) Lake Baikal

(b) Provide the tourism taglines of the following states of India : [1x10]

- (i) Gujarat
- (ii) Jammu and Kashmir
- (iii) Kerala
- (iv) Karnataka
- (v) Madhya Pradesh
- (vi) Puducherry
- (vii) Punjab
- (viii) Uttar Pradesh
- (ix) Nagaland
- (x) Lakshadweep

(c) Discuss any two attractions of the following :[2x5]

- (i) Canada
- (ii) Thailand
- (iii) Singapore
- (iv) Dubai
- (v) Maldives

UNIT-I

2. Plan a 7N/8D itinerary of India selecting a theme for a group of 15 pax arriving from London. Cost the itinerary too. [10]
3. Design an itinerary of any international destination for 3N/4D for a FIT. They are budget travellers and would prefer costing on twin sharing basis. [10]

UNIT-II

4. Explain the following Codes : [10]
 - (a) FRAV
 - (b) FRAG

- (c) MEDA
- (d) MAAS
- (e) OSI
- (f) SSR
- (g) EBT
- (h) LANG
- (i) ALTN
- (j) CFY

5. Decode and explain the below mentioned codes : [10]

- (a) DAPO
- (b) INAD
- (c) PAX
- (d) NTBA
- (e) NOSH
- (f) GOSH

- (g) UMNR
- (h) BLND
- (i) DBML
- (j) BSCT

UNIT-III

- 6. Critically analyze the promotional campaign OR promotional advertisement of a tourist destination/state/country. [10]
- 7. According to you what are the issues and reasons that India has not been able to make it to the world top 10 destination in terms of tourist arrivals/receipt. Suggest solutions for these issues too. [10]

UNIT-IV

- 8. Discuss the following states in terms of their tourism potential. [2½x4]
 - (a) Maharashtra
 - (b) Uttarakhand
 - (c) Gujarat

(d) Uttar Pradesh

9. (a) What is the total transportation time for the flight AF003 from PARIS (PAR) to MONTREAL (YMQ)? Which has the following details : [5+5]

	CITY/ COUNTRY	GMT LOCATION	DEP/ARR TIMES
DEP	PAR	+1	12:30
ARR	YMQ	-5	14:05

(b) Discuss the following monuments of Lucknow :

- (i) Bada Imambara
(ii) Residency

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Question Paper Code : 5313

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

PRINCIPLES OF MANAGEMENT OF ORGANIZATIONAL BEHAVIOUR

[BTA - 101]

Time : Three Hours]

[Maximum Marks : 70

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

1. Write short notes on the following : [5x6=30]
- (a) Planning
 - (b) Short term and long term plan
 - (c) Level of Management
 - (d) Difference between centralised and decentralised Authority.
 - (e) Organising and its importance
 - (f) Nature of Management

UNIT-I

2. Define Management and its importance in brief. [10]
3. Define the term Management and its function in detail.[10]

UNIT-II

4. Explain SMT in brief. [10]
5. Discuss Administration Management theory in detail. [10]

UNIT-III

6. Discuss about the organisation behaviour and its importance. [10]
7. Organisational behaviour is an important aspect to develop organisation culture. Comment. [10]

UNIT-IV

8. Leadership is key function of business management. Explain in brief. [10]
9. Define Motivation and discuss two factor theory of Motivation. [10]

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Question Paper Code : 5314

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

(Regular/Back Paper/Exempted)

SCIENCE OF TOURISM

[BTA - 102]

Time : Three Hours]

[Maximum Marks : 70

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

1. Write short notes on the following : [5x6=30]
- (a) What are the 3 A's of tourism ? Explain.
 - (b) What is VFR ? Differentiate between Medical and Wellness tourism.
 - (c) What are the characteristics of 'tourism industry'?
 - (d) Explain the forms of tourism on the basis of point of origin and destination.

(e) Write the function and full form of followings :

(i) IATO

(ii) TAAI

(iii) PATA

UNIT-I

2. Differentiate between tourism and excursion Give the UNWTO classification of tourist. [10]
3. Write a note on history of tourism. [10]

UNIT-II

4. Write about travel motivators. [10]
5. Explain and differentiate between passport and visa. [10]

UNIT-III

6. Explain the economic significance of tourism. [10]
7. Write a note on environmental significance of tourism. [10]

UNIT-IV

8. Write a note on growth and development of tourism of India. [10]

9. Explain in detail : [10]

(a) UNWTO

(b) IATA

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Question Paper Code : 5315

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

(Regular / Back Paper / Exempted)

COMMUNICATIVE ENGLISH

[BTA-103]

Time : 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**. Beside this attempt **one** questions from each unit.

1. Read the passage carefully and answer the questions that follow :

Ulhas Mandlik, 35, a power-loom owner from Ichalkaranji, Maharashtra, and his mother were homeward-bound one evening when heavy rain forced them to take shelter beneath a bridge. Not far away, a small group of labourers huddled together under a part of the cement housing above a 16 metre deep well used to pump water for irrigation.

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(1)

[P.T.O.]

Suddenly, Mandlik and his mother heard the labourers scream. When the two got to the well, they were told that a five year old boy named Hariya had fallen in through a side opening in the structure. Ignoring his mother's fears, Mandlik quickly knotted together lengths of flimsy rope belonging to the labourers and asked them to lower him into the dark well. "I hope the rope holds," he thought. As he descended, Mandlik noticed the metal rungs on the wall of the well. He grabbed hold of one and started climbing down, when he saw the boy clinging to a pipe running up the well's centre. Grabbing the child, Mandlik started to climb praying that the old rungs wouldn't give away and plunge them both into the churning water below. Their luck held and within a few minutes, Mandlik clambered to ground level and handed over Hariya to his sobbing father.

The man fell at Mandlik's feet and offered him some money as a reward. Refusing the cash, Mandlik took Hariya and his family to nearby eatery and offered them steaming tea to warm them up. Several organisations have honoured Mandlik for his bravery and presence of mind on that wet day three years ago. "I am happy I was at the right place at the right time," he says, "and was able to return a little boy to his family."

Questions :

- (a) What first drew Ulhas and his mother to the well ? [2]
- (i) shelter from the heavy rain
 - (ii) the return journey home
 - (iii) news of a small boy's fall
 - (iv) the labourer's screams
- (b) What were Ulhas' mother's fears really associated with ? [2]
- (i) the rusted rungs inside the wall
 - (ii) the risk to the life of the rescuer
 - (iii) the churning water inside
 - (iv) doubts about the safety the well. of the boy.
- (c) Which of the following could be a learning from the report ? [2]
- (i) it is best not to involve oneself
 - (ii) one should not take shelter even in situations involving others beneath a bridge in the rain.

- (iii) one cannot predict when an incident can happen.
- (iv) metal rungs alongside the wall of accident may befall any person. a well may not always be useful.
- (d) Which of these expressions best describes Ulhas in view of the incident ? [2]
- (i) disregard for an elder's
- (ii) disbelief in one's own abilities. warnings.
- (iii) faith only in prayers for
- (iv) concern for others with no success. expectations.
- (e) Which of these did Hariya's father express on receiving his son ? [2]
- (i) gratitude
- (ii) relief
- (iii) anxiety
- (iv) peace

- (f) Give a suitable title to the above passage. [2]
- (g) Find words from the given passage which are closest to the following words : [5]
- (i) Gather
- (ii) Insubstantial and easily damaged
- (iii) Move or fall downwards
- (iv) Horizontal support on a ladder for a person's foot.
- (v) Crying noisily
- (h) Make appropriate sentences from the following words : [5]
- (i) Beneath
- (ii) Structure
- (iii) Clinging
- (iv) Bravery
- (v) Honoured
- (i) Find verbs in the given passage. [3]
- (j) Find five adjectives in the given passage. [5]

UNIT-I

2. Write a letter in indent format, to the CEO of Amazon complaining him about the poor quality of the product that you had purchased recently from them. [10]
3. Write a letter in box style format, to the Editor of a news paper expressing your concern on price rise causing inconvenience to the common man. [10]

UNIT-II

4. Write an essay in approximately 250 words, on the topic "The use of mobile phones has lowered active social life and has become an addiction." Express your views either 'for or against' this statement. [10]
5. Write an essay in approximately 250 words, on the topic "Think of a time when you achieved a personal goal. State why the goal was important to you and how you achieved it." [10]

UNIT-III

6. Fill in the blank with the appropriate article 'a', 'an' or 'the', or leave the space blank if no article is needed. [10]
- (a) I want _____ apple from that basket.

5315/400

(6)

- (b) _____ church on the corner is progressive.
- (c) Miss Lin speaks _____ Chinese.
- (d) I borrowed _____ pencil from your pile of pencils and pens.
- (e) One of the students said, " _____ professor is late today."
- (f) Eli likes to play _____ volleyball.
- (g) I bought _____ umbrella to go out in the rain.
- (h) My daughter is learning to play _____ violin at her school.
- (i) Please give me _____ cake that is on the counter.
- (j) I lived on _____ Main Street when I first came to town.
7. Complete the following sentences with the correct preposition : [10]
- (a) Anna has returned _____ her home town.
- (b) The dog jumped _____ the lake.
- (c) Are the boys still swimming _____ the pool ?
- (d) Thomas fell _____ the floor.

5315/400

(7)

[P.T.O.]

- (e) The plane landed _____ the runway.
- (f) We drove _____ the river for an hour but turned north before we reached it.
- (g) The kids climbed _____ the monkey bars.
- (h) Joanna got _____ Fred's car.
- (i) The baby spilled his cereal _____ the floor.
- (j) We cried to the man on the ladder, "Hang _____!"

UNIT-IV

8. Fill in the blanks with the correct conjunctions : [10]

- (a) The school marching band practiced hard _____ they still did not sound very good.
- (b) The two brothers went camping _____ swimming every summer.
- (c) Would you like to play cards _____ read a book ?
- (d) The race car rounded the track for the last lap _____ ran out of gas before it made it to the finish line.
- (e) Our mother said we could have either pancakes _____ waffles for breakfast on Saturday morning.

5315/400

(8)

- (f) The book was over 300 pages long _____ I read the whole thing.
- (g) Maria is not allowed to watch television _____ play outside until her homework is done.
- (h) Sarah wants to learn how to knit _____ she doesn't have any yarn.
- (i) The policeman catches criminals _____ keep everyone safe.
- (j) Would you rather have a banana _____ an orange in your lunch today ?

9. Fill in the blanks with the correct tense forms of the verbs in the brackets. [10]

- (a) It _____ (rain) since last night, and it _____ (look) as if it may rain for the rest of the day.
- (b) My school _____ (hold) a food-and-fun fair next month to raise money for the school building fund.
- (c) Look! Those bees _____ (buzz) round the flowers. The bees _____ not only _____ (collect) honey, but they _____ (pollinate) the flowers as well.

5315/400

(9)

[P.T.O.]

- (d) Mary told him what _____ (happen) to his dog, so he _____ (run) home to see how it _____ (be).
- (e) _____ the taxi _____ (come) yet? It _____ (be) already ten minutes late. I hope it _____ (be) here soon.
- (f) We _____ (go) shopping last weekend. There _____ (be) a great crowd at the shopping centre. Most of the people _____ (do) their New Year's shopping.
- (g) It _____ (be) a fine morning today. The birds _____ (sing) in the trees, and there _____ (be) not a cloud in the sky.
- (h) That child _____ always _____ (ask) questions. Sometimes he _____ (ask) such complicated questions that I _____ (become) puzzled, too.
- (i) I thought that the grass _____ (need) cutting but the lawnmower _____ (be) out of order. Therefore, I _____ (cut) the grass with a pair of shears.
- (j) Your friends _____ (wait) for you for over an hour. Where _____ you _____ (be) all this time? You _____ (be) out for almost four hours.

----- x -----

Question Paper Code : 5316

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

DESTINATION MAPPING (INDIA)

[BTA-104]

Time : Three Hours]

[Maximum Marks : 70

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

1. Attempt the following :

- (a) Draw the outline map of India and mark its major physical features. [20]
- (b) Write short notes on : [10]
 - (i) Define and give two examples of a Delta.
 - (ii) Sundarbans
 - (iii) Name the international airport of New Delhi and Mumbai along with their codes.
 - (iv) Different types of maps

UNIT-I

2. Define the term geography and discuss its importance in tourism [10]
3. Define and give two examples of the following : [10]
- (a) Mountain range
 - (b) Plateau
 - (c) Bay
 - (d) Gorge
 - (e) Isthmus

UNIT-II

4. Write short notes on any two of the following : [10]
- (a) Himalayas
 - (b) The Great Plains of India
 - (c) Ghats of India
5. Briefly write on any five natural vegetations found in India. [10]

UNIT-III

6. Discuss in detail about any two states of India with

5316/400

(2)

emphasis on its important cities and potential for tourism. [10]

7. Give the airport and its code for the following cities : [10]
- (a) Lucknow
 - (b) Hyderabad
 - (c) Kolkata
 - (d) Goa
 - (e) Shillong

UNIT-IV

8. Define cartography and discuss the major map projections. [10]
9. What is the role of latitudes and longitudes in the study of Earth ? [10]

----- x -----

5316/400

(3)

Question Paper Code : 5317

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

BUSINESS & COST ACCOUNTING IN

TOURISM

[BTA-105]

Time : Three Hours]

[Maximum Marks : 70

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

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

- (a) Money measurement concept
- (b) Prime Cost
- (c) Types of Cash book
- (d) Convection of objectivity
- (e) Users of Accounting information
- (f) Budgeting

UNIT-I

2. What is Financial Accounting ? Discuss any six principles of financial accounting. [10]
3. Record the following transactions in a suitable Cash Book and strike out the balances at the end of the month : [10]

2012			Rs.
Jan.	1	Cash in hand	800
		Cash in bank	12,000
	5	Received cash from Tarun	2,000
	7	Purchased goods and paid by cheque	4,800
	10	Sold goods for cash	3,200
	11	Paid rent	600
	17	Deposited cash into bank	3,000
	21	Received cheque from Bimal	1,200
	24	Cheque from Bimal deposited into bank	-
	28	Withdrawn from bank	2,400

UNIT-II

4. Answer the following: [10]
- (a) What are outstanding expenses and Accrued income? Give suitable examples.

5317/400

(2)

- (b) Give the difference between gross profit and net profit.

5. From the following Trial balance, prepare Trading and profit and loss A/c for the year 31st March, 2014 and Balance sheet as on that date. The closing stock on 31st March, 2014 was valued at Rs. 25,000 : [10]

Debit Balances	Rs.	Credit Balances	Rs.
Stock(1.4.2013)	20,000	Sundry creditors	15,000
Purchases	75,000	Purchase Return	3,000
Sales Return	8,000	Sales	2,50,000
Freight & Carriage	75,000	Commission	3,300
Wages	36,500	Capital	1,70,000
Salaries	12,000	Interest on	
Repairs	1,200	Bank deposit	2,000
Trade expenses	4,000	B/P.	6,200
Rent & Taxes	24,000		
Cash in hand	5,700		
B/R	4,000		
Debtors	55,000		
Plant & Machinery	1,60,000		
Drawings	16,600		
Bank deposit	20,000		
	4,49,500		4,49,500

5317/400

(3)

[P.T.O.]

UNIT-III

6. Answer the following : [10]

- (a) Give five functions of cost accounting. Explain briefly.
- (b) Define cost centers. Give any three types of cost centers.

7. Answer the following : [10]

- (a) In a factory, 500 units of product A were manufactured in the month of June 2011. From the following figure obtained from the costing records, prepare a Cost Sheet showing cost per unit :

	Rs.
Raw Materials consumed	50,000
Office Overheads	12,000
Direct Labour	40,000
Selling Overheads	8,000
Factory Overheads	20,000
Direct Expenses	10,000

- (b) What is job costing and contract costing? Explain briefly.

UNIT-IV

8. Answer the following: [10]

- (a) What is standard costing ? Discuss any three objectives of standard costing.
- (b) Explain any five types of budgets.

9. XYZ Company manufactures two varieties of products A and B. The sales department 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 target. It is agreed to increase both estimates by 20%.

Prepare a Sales Budget for the year ending 31.12.2010.

[10]

----- X -----

Question Paper Code : 5318

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

(Regular/Back Paper/Improvement/Exempted)

TOURISM AND HOSPITALITY MARKETING

[BTA-301]

Time : Three Hours]

[Maximum Marks : 70

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

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

- (a) Marketing Mix
- (b) Concepts of Marketing
- (c) Geographic Segmentation
- (d) Network Management
- (e) Concept of Public Relations (PR)
- (f) Tools of Public Relations (PR)

UNIT-I

2. Define Tourism Marketing and its function in brief. [10]
3. Explain the Need benefits of service marketing in detail. [10]

UNIT-II

4. Discuss about the segmentation and its benefits for business organization. [10]
5. Illustrate the Price policy Management of marketing department. [10]

UNIT-III

6. Marketing is tool of CRM. Comment. [10]
7. Marketing is concept of Branding of Business Organization. Explain in brief. [10]

UNIT-IV

8. Public Relation (PR) is needed components of organisational promotion policy. Explain in detail. [10]
9. Public Relations (PR) is a tool of organisational culture promotion. Comment. [10]

----- x -----

Question Paper Code : 5319

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

PERSONALITY DEVELOPMENT AND PRESENTATION SKILLS

[BTA-302]

Time : Three Hours]

[Maximum Marks : 70

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

1. Write short notes on : [6x5=30]
- (a) Way to make people like you
 - (b) Analyse Worry
 - (c) Interview dresscode
 - (d) Do's and Don'ts in group discussion
 - (e) Effective decision making

UNIT-I

2. What is the benefit of self knowledge ? Discuss. [10]

3. How will you make people think in your way ? [10]

UNIT-II

4. What do you understand by Interview Skill ? Explain in detail ? [10]
5. Explain Group discussion is a selecting ground or eliminating ground ? [10]

UNIT-III

6. What is the importance of Meeting ? Explain. [10]
7. Explain the four phases of Negotiation ? [10]

UNIT-IV

8. What is the importance of Venue, while giving the Presentation ? [10]
9. Explain the importance of body language, communication and eye contact in Presentation. [10]

----- X -----

Question Paper Code : 5320

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

BUSINESS COMMUNICATION

[BTA-303]

Time : Three Hours]

[Maximum Marks : 70

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

1. Attempt all the parts : [5x6=30]
- (a) Explain the barriers witnessed in communication.
 - (b) What symbols portray positive and negative attitude during an interview ?
 - (c) What is Group Discussion ? Write a note.
 - (d) What guidelines should be remembered for effective communication ?
 - (e) Explain the following briefly :
 - (i) Agenda
 - (ii) Minutes

(ii) Notice

UNIT-I

2. Explain the process of communication in detail. [10]
3. Write a note on the objectives of business communication. [10]

UNIT-II

4. Write a detailed note on technology enabled communication. [10]
5. Explain non-verbal communication in detail. [10]

UNIT-III

6. What should be kept in mind to make a business presentation effective? [10]
7. Explain SWOT analysis in detail. [10]

UNIT-IV

8. Explain the various kinds of business letters. [10]
9. What are the seven C's of business communication ?[10]

Question Paper Code : 5321

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

TOURISM IMPACT

[BTA-304]

Time : Three Hours]

[Maximum Marks : 70

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

1. Write short notes on the following : [6x5=30]
- (a) Capital
 - (b) G.D.P.
 - (c) Ecology
 - (d) Clean Industry
 - (e) Values

UNIT-I

2. Explain the impact of G.S.T. on Tourism. [10]

5321/300

(1)

[P.T.O.]

3. How does the state benefit from Tourism Revenue ?
Discuss. [10]

UNIT-II

4. How many types of Tourism Taxes ? Discuss. [10]
5. What is impact analysis ? Discuss. [10]

UNIT-III

6. Discuss the types of pollution. [10]
7. What is carrying capacity ? Discuss. [10]

UNIT-IV

8. How tourism improves quality of life ? Discuss. [10]
9. Explain the negative impacts of social and cultural
tourism. [10]

----- X -----

Question Paper Code : 5322

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

ADVENTURE AND WILDLIFE TOURISM

[BTA-305]

Time : Three Hours]

[Maximum Marks : 70

Note : Answer **five** questions in all. Question **No.1** of short answer type is **compulsory**. **One** question is to be attempted from each unit.

1. Attempt all : [5x6=30]
- (a) Explain the following :
- (i) Mountainering
- (ii) Trekking
- (b) What is the difference between hard and soft adventures ?
- (c) What is ballooning ? Explain.
- (d) What are the elements of wildlife conservation.

(e) Explain the difference between national park, wildlife sanctuary and biosphere reserve.

(f) Explain :

(i) SKIING

(ii) WHITE WATER RAFTING

UNIT-I

2. Write notes on the following : [10]

(a) Bungee Jumping

(b) Rock climbing

3. What are the characteristics of an adventure ? Explain. [10]

UNIT-II

4. Describe the following adventure activities : [10]

(i) Hang Gliding

(ii) Parachuting

5. Explain the difference in the following : [10]

(i) Paragliding and Skydiving

(ii) Kayaking and canoeing

UNIT-III

6. Write a note on prominent wildlife conservation programs in India. [10]

7. What is biodiversity ? Explain the IUCN classification of species. [10]

UNIT-IV

8. Draw a rough outline of India and mark the following conservation entities with their states : [10]

(a) Dudhuwa National Park

(b) Ranthambore National Park

(c) Sunderbans National Park

(d) Kanha National Park

(e) Periyar National Park

9. Draw a rough outline of India and mark the following conservation entities with their respective states : [10]

(a) Corbett National Park

(b) Kaziranga National Park

(c) Bandipur National Park

(d) Manas National Park

(e) Madumalai Sanctuary

----- x -----

Question Paper Code : 5323

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

[BTA-501]

CARGO MANAGEMENT

Time : Three Hours]

[Maximum Marks : 70

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

1. Write short notes on the following : [5x6=30]
- (a) Shipping Cargo
 - (b) Cargo Automation
 - (c) Export and its benefits
 - (d) Rail Network of India
 - (e) Positive and Negative category of goods
 - (f) Benefits of port management

UNIT-I

2. Define Cargo industry and its importance for national trade. [10]
3. Write in brief about imports and its function. [10]

UNIT-II

4. Explain the different types of documents required in shipping cargo. [10]
5. Explain the concepts of Export and how does it benefit the national income ? [10]

UNIT-III

6. Discuss in brief about the Air Cargo and how is air cargo helpful in Rescue operation ? [10]
7. Road freight industry is used as a connecting link between Sea and Rail Cargo Industry. [10]

UNIT-IV

8. Cargo industry is support industry for others. Comment. [10]
9. Cargo industry is tool for development of bilateral trade between two nations. Comment. [10]

Question Paper Code : 5324

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

(Regular, B.P. & Exempted)

SURFACE TRANSPORT OPERATIONS

[BTA-502]

Time : Three Hours]

[Maximum Marks : 70

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

1. Attempt all : [6x5=30]
- (a) Write a note on the history of rail transport.
 - (b) Elaborate upon the concept of car rentals.
 - (c) What is Maharaja Express ? Explain.
 - (d) Write a note on Super-fast trains of Indian railways.
 - (e) Write a note on the latest product offerings of IRCTC.

UNIT-I

2. Explain in detail about the various modes of transportation. [10]
3. What is the importance of transportation in developing tourism ? [10]

UNIT-II

4. Write about the present scenario of road transport in any two foreign countries. [10]
5. Write about the railway network of any two foreign countries. [10]

UNIT-III

6. What are the new trends in Indian railways ? [10]
7. Explain the organizational setup of Indian railways. [10]

UNIT-IV

8. What is Highway tourism ? Explain. [10]
9. Explain road transport in India. [10]

----- x -----

Question Paper Code : 5325

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

TOUR OPERATION AND PRODUCT DEVELOPMENT MANAGEMENT

[BTA-503]

Time : Three Hours]

[Maximum Marks : 70

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

1. Write short notes on the following : [6X5=30]
- (a) Differentiate between tour operator and travel agency.
 - (b) Write a detailed note on the history of package holidays in India and World over.
 - (c) Write the difference between GIT and FIT.
 - (d) What role is played by the demographic profile of India in holiday decision making ?

- (e) How can you adjust the price of a tour package by 'buying power' and 'mark up' regulation ?

UNIT-I

2. Write a detailed note on the rules and necessities for recognition as approved inbound tour operator by Ministry of Tourism, Government of India. [10]
3. Explain inbound, outbound and domestic tour operators. [10]

UNIT-II

4. What role has been played by social networking sites in the decision making of holidays ? [10]
5. Explain the following : [10]
- (a) Incentivised tours
- (b) Escorted tours

UNIT-III

6. What things should be kept in mind while handling an inbound tour ? [10]

7. Write a detailed note on the cost components of a package tour. [10]

UNIT-IV

8. What should be the contents of a Tour Operator's brochure ? [10]
9. Explain the 4 P's of marketing. [10]

----- X -----

Question Paper Code : 5326

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

TOURISM TRENDS AND ISSUES : DOMESTIC & INTERNATIONAL

[BTA-504]

Time : Three Hours]

[Maximum Marks : 70

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

1. Write short notes on the following : [5x6=30]
- (a) Green House Effect
 - (b) Shopping Tourism
 - (c) TSA
 - (d) Swachh Bharat Mission
 - (e) Bio-Diversity
 - (f) Offbeat Destination

UNIT-I

2. Explain 'Cruise Tourism' and discuss on the various steps taken by the government for this sector. [10]
3. Why adventure tourism is becoming popular day by day ? Discuss. [10]

UNIT-II

4. How technology has changed the service delivery system in tourism industry ? Explain. [10]
5. Do you think that social networking platforms are serious determinant in travel decision making ? Comment. [10]

UNIT-III

6. How Global warming is going to impact tourism industry? And which sector will suffer the most ? [10]
7. Write short notes on the following : [10]
 - (a) Ozone Layer
 - (b) Acid Rain

UNIT-IV

8. 'Terrorism is a real threat to Global Tourism'. How ? [10]
9. What is the importance of PPP model in accomodation sector in India in recent future ? [10]

----- x -----

Question Paper Code : 5339

MTTM EM (Semester-III) Examination, 2017

[MTTM-301]

BASIC RESEARCH METHODS AND QUANTITATIVE TECHNIQUES

Time : Three Hours]

[Maximum Marks : 70

Note : Answer **five** questions in all. Question **No.1** of short answer type is **compulsory**. **One** question is to be attempted from each unit.

1. Write short notes on the following : [5x6=30]
- (a) Research process flow chart
 - (b) Difference between qualitative and quantitative research
 - (c) Primary and secondary data
 - (d) Hypothesis
 - (e) Chapterization
 - (f) Correlation

UNIT-I

2. What is research methodology ? Briefly explain the significance and objectives of research methodology.[10]
3. Discuss the role of research in the field of Event management development. [10]

UNIT-II

4. Write short notes on the following : [5+5=10]
 - (a) Cluster sampling
 - (b) Data collection
5. What is random sampling and non-random sampling ? Discuss various features of a good sample. [10]

UNIT-III

6. Write short notes on the following : [10]
 - (a) Presentation of data
 - (b) Nominal scale
7. What is report writing ? Discuss the various steps involved in report writing. Explain in brief. [10]

UNIT-IV

8. How is graphical representation of data helpful in framing the final report ? Explain various types of graphical representation of data. [10]
9. What is central tendency and its significance in research? Explain in brief. [10]

----- X -----

Question Paper Code : 5340

MTMEM (Semester-III) Examination, 2017

EVENT REGULATION LEGALITIES AND BUDGETING

[MTTMEM-302]

Time : Three Hours]

[Maximum Marks :70

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

1. Attempt the following : [6x5=30]
- (a) What do you understand by event budgeting ?
What things should be kept in mind while preparing the budget for an event ?
- (b) Explain the following :
- (i) Post-event activities
- (ii) Event delivery
- (c) Write a note explaining the need of promotion & publicity of an event.

(d) What is the need to study legal issues in event management ?

(e) What is expected by the sponsors when they provide funds for an event ?

UNIT-I

2. What is Copyright Act ? Explain. [10]

3. What is Food Safety and Standards Act ? [10]

UNIT-II

4. Write a brief explanation of the following : [2x5=10]

(a) Employee State Insurance Act.

(b) Provident Funds Act.

(c) Foreign Exchange Management Act.

(d) Air (Prevention and Control of Pollution) Act, 1981

(e) Water (Prevention and Control of Pollution) Act, 1974

5. Explain Consumer Protection Act. [10]

UNIT-III

6. What are the various ways of raising funds for an event? [10]

7. What things should be kept in mind while planning an event? [10]

UNIT-IV

8. Explain in detail the various heads of event expenditure. [10]

9. What are the risks associated with events ? [10]

----- X -----

Question Paper Code : 5341

MTTMEM (Semester-III) Examination, 2017

HUMAN RESOURCE MANAGEMENT

[MTTMEM-303]

Time : Three Hours]

[Maximum Marks : 70

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

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

- (a) HRM
- (b) Promotion Policy
- (c) Manpower Planning
- (d) Job Design
- (e) Job Enrichment
- (f) Induction Procedure

UNIT-I

2. What are the major challenges faced by Indian HRM ?
How to overcome these challenges ? [10]
3. Human Resource Management is a tool of Manpower
Management. Comment. [10]

UNIT-II

4. Define various methods of recruitment in brief. [10]
5. Discuss the various barriers faced by organization HR
Department at a time of internal recruitment in business
organization. [10]

UNIT-III

6. Explain the need of training. How to make it effective for
the business organization ? [10]
7. Most of the organizational training procedures are not
up to mark. Comment. [10]

UNIT-IV

8. "HRM plays a significant role of the development of
service industry". Critically examine above statement in
brief. [10]

9. Employee Grievances is a part of business organization.
How to overcome these impacts on employee and
employer relationship management methodology ?[10]

----- X -----

Question Paper Code : 5342

MTTMEM (Semester-III) Examination, 2017

ENTREPRENEURSHIP CRISIS MGT.

[MTTMEM-304]

Time : Three Hours]

[Maximum Marks : 70

Note : Answer **five** questions in all. Question **No.1** of short answer type is **compulsory**. **One** question is to be attempted from each unit.

1. Attempt all : [6x5=30]
- (a) Differentiate between entrepreneur and traditional manager.
 - (b) Write a note on role and importance of entrepreneurship in India.
 - (c) Explain the steps involved in creating a business plan.
 - (d) Explain the stages of a crisis and the role of a crisis management team in an organization.

- (e) What should be an ideal crisis management check list ?

UNIT-I

2. Explain Entrepreneurship Development Programmes in detail. [10]
3. Write a detailed note on entrepreneurial culture and its elements. [10]

UNIT-II

4. Write a note on the environmental analysis needed for entrepreneurial success. [10]
5. In reference to business idea, answer the following :[10]
- (a) Meaning and source of business idea.
- (b) Role of creativity and innovation in generating a business idea.

UNIT-III

6. What role should a leader play in averting a crisis ?[10]
7. What is the need of crisis management ? Explain.[10]

UNIT-IV

8. Explain the psychological condition of managers when they go through a crisis in an organization. [10]
9. Explain the problems faced by event managers in executing an event. Also mention the contingency plans to overcome that problem. [10]

----- x -----

Question Paper Code : 5343

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

[MTTM EM-305]

EVENT CREATION AND MGT.

Time : Three Hours]

[Maximum Marks : 70

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

1. Write short notes on the following : [5x6=30]
- (a) Event portfolio
 - (b) Importance of planning for staff
 - (c) Internal stakeholders
 - (d) Sponsorship motivations
 - (e) Creating the themed experience
 - (f) Feasibility study

UNIT-I

2. Discuss the principles of strategic event creation. [10]
3. Explain the strategic framework for event objectives with the help of a diagram. [10]

UNIT-II

4. Who are event partners and what is their role in creating an event? [10]
5. What factors should be considered in choosing an event venue? [10]

UNIT-III

6. What are the five factors to be kept in mind by event creators to develop a holistic view of their attendees? [10]
7. Give and explain the points essential for conducting an event evaluation. [10]

UNIT-IV

8. Explain the triple bottom line analysis for event evaluation. [10]

9. Write short notes on the following : [5+5]

- (i) ROI methodology
- (ii) Cost/benefit analysis method

----- X -----

Question Paper Code : 5383

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

ACCOMMODATION

[BHM-501]

OPERATION-V

Time : Three Hours]

[Maximum Marks : 70

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

1. Write Short Notes : [6x5=30]
- (a) Area inventory list
 - (b) Time and Motion study in House-keeping operation
 - (c) Job allocation
 - (d) Dirty dozen
 - (e) Different types of Linen

UNIT-I

2. Draw an organisation chart of House Keeping department and explain in brief. [10]
3. Draw a Linen room chart and explain. [10]

UNIT-II

4. How will you calculate the staff strength of 100 Room Hotel in House-Keeping department ? [10]
5. Duties and Responsibilities of chamber main. [10]

UNIT-III

6. How will you plan a Capital Budget ? [10]
7. What is Operating budget ? [10]

UNIT-IV

8. Discuss the different types of contract services. [10]
9. Discuss advantages and disadvantages of Contract Services. [10]

----- X -----

Question Paper Code : 5384

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

FRONT OFFICE OPERATION-V

[BHM-502]

Time : Three Hours]

[Maximum Marks : 70

Note : Answer **five** questions in all. Question **No.1** of short answer type is **compulsory**. **One** question is to be attempted from each unit.

1. Write short notes on the following : [6x5=30]
- (a) Discount allocation
 - (b) Role of Telephone exchange.
 - (c) Handling with guest problem.
 - (d) General duties and wake-up calls.
 - (e) Lobby.

UNIT-I

2. What is yield management ? Explain . [10]

3. What is concept and importance of yield management ?
[10]

UNIT-II

4. Explain the quality of Telephone operator. [10]
5. Draw Exchange Register and explain in brief. [10]

UNIT-III

6. How will you deal with a guest problem ? [10]
7. Explain the different type of guest problem. [10]

UNIT-IV

8. Draw an organisation chart of front office and explain in
brief. [10]
9. Explain the importance of effective communication in
hotel industry. [10]

----- X -----

Question Paper Code : 5385

BHM (Semester-V) Examination, 2017

FOOD AND BEVERAGE SERVICE-V

[BHM-503]

Time : Three Hours]

[Maximum Marks :70

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

1. Write short notes : [6x5=30]
- (a) What is Flambe ?
 - (b) Lounge Service
 - (c) Airline Catering Service
 - (d) Different types of Liquor Licence
 - (e) Equipment required for BAR

UNIT-I

2. What is guerdon Service ? Explain [10]

5385/200

(1)

[P.T.O.]

3. Write the names of India made English Whisky and Beer. [10]

UNIT-II

4. Draw a organizational chart of Food and Beverage Department. [10]
5. Explain the function of Bar ? [10]

UNIT-III

6. Explain different types of Food Services. [10]
7. Explain the duties and responsibility of Restaurant Manager. [10]

UNIT-IV

8. Explain the duties and responsibility of H.R. Management. [10]
9. Explain the different types of speciality Restaurants in FIVE star hotels. [10]

----- X -----

Question Paper Code : 5386

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

FOOD PRODUCTION-V

[BHM-504]

Time : Three Hours]

[Maximum Marks : 70

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

1. Explain the following in short : [5x6=30]
- (a) Garole Manger
 - (b) Mousseline
 - (c) Components of Forcemeat
 - (d) Spreads and Garnishes
 - (e) Icings and toppings

UNIT-I

2. List various equipments found in Larder Kitchen. [10]

3. Explain various duties and responsibilities of Larder Chef. [10]

UNIT-II

4. Explain various parts of Sandwiches. [10]
5. Describe in short about various types of forcemeat. [10]

UNIT-III

6. Explain various types of Icings. [10]
7. Differentiate between Icings and toppings. [10]

UNIT-IV

8. Write in short about various types of Chocolate and their uses. [10]
9. Describe points to be taken care while tempering Chocolate. [10]

---- X ----

Question Paper Code : 5389

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

STRATEGIC MANAGEMENT

[BHM-505]

Time : Three Hours]

[Maximum Marks : 70

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

1. Write short notes on the following : [5×6=30]
- (a) Room Service
 - (b) Butler Service
 - (c) Cost Control method
 - (d) Theft control system in hotel
 - (e) Room Selling in hotel
 - (f) K.O.T.

UNIT-I

2. Explain certain travel related services in hotel. [10]
3. What are the Specialized services provided by a hotel ?
[10]

UNIT-II

4. Explain the method to evaluate costing of food in Restaurants in hotel. [10]
5. Discuss the precaution taken during F & B receiving and storage. [10]

UNIT-III

6. Write short notes on : [10]
 - (a) Theft control system
 - (b) Record and formats
7. Explain in brief about the functions of F & B in hotel industry. [10]

UNIT-IV

8. Discuss the role of food festivals organized in hotel to promote their F & B services. [10]

9. Policy of promotion is a important aspect of current hotel industry. Comments. [10]

----- X -----

Question Paper Code : 5390

BHM (Semester-V) Examination, 2017

HUMAN RESOURCE MANAGEMENT

[BHM-506]

Time : 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 : [5x6=30]
- (a) HRM
 - (b) HR policy
 - (c) Job design
 - (d) Job evaluation
 - (e) Promotion policy
 - (f) Salary and wages

UNIT-I

2. Define HRD and give its importances in brief. [10]

5390/200

(1)

[P.T.O.]

3. HR is tool of manpower planning. Comment on this statement. [10]

UNIT-II

4. Discuss about the training and its need for a business organization in brief. [10]
5. Define promotion and its need in brief. [10]

UNIT-III

6. Discuss in detail about the recruitment and its procedures. [10]
7. Selection is a process of Employee Strengthening in business organization. Comment [10]

UNIT-IV

8. HRM is most important aspect of organizational growth and development strategy formulation. Explain in brief.[10]
9. HRD is a major concern of over all development of business organization. Comment [10]

----- x -----