

MTM–203/MTTM–203**International Tourism : Trends and Typologies**

Master of Tourism and Travel Management

(MTM–12/MTTM–16/17)

Second Semester, Examination, 2017

Time : 3 Hours

Max. Marks : 40

Note : This paper is of **forty (40)** marks containing **three (03)** Sections A, B and C. Attempt the questions contained in these Sections according to the detailed instructions given therein.

Section–A**(Long Answer Type Questions)**

Note : Section ‘A’ contains four (04) long answer type questions of nine and half ($9\frac{1}{2}$) marks each. Learners are required to answer *two* (02) questions only.

1. Discuss the growth and development of tourism ages.
2. Highlight the aspects of Global Tourism markets.
3. Explain the WTTC and TTRA role in tourism promotion.
4. Define the valuable structure of tourism and globalization.

Section-B**(Short Answer Type Questions)**

Note : Section 'B' contains eight (08) short answer type questions of four (04) marks each. Learners are required to answer *four* (04) questions only.

1. List the important tourist destinations located on the eastern and western side of the Indian Peninsula.
2. Tourism products are invariably costly. Explain in brief.
3. Name the *five* product levels as mentioned by Philip Kotler.
4. What is a tourism product ? Also explain its various types.
5. Describe the various phases of tourist experience.
6. What do you understand by Adventure Tourism ? Describe Uttarakhand as an adventure tourism destination.
7. Write a detailed note on scope of spiritual tourism in Uttarakhand state.
8. Why is conservation of a resources important further ? Also correlate it with the India's tourism policy.

Section-C**(Objective Type Questions)**

Note : Section 'C' contains ten (10) objective type questions of half ($\frac{1}{2}$) mark each. All the questions of this Section are compulsory.

1. India got first airline is :
 - (a) Air India
 - (b) Indigo
 - (c) TATA and Sons
 - (d) None of these

2. year announced the open sky policy.
 - (a) 1986
 - (b) 1995
 - (c) 1990
 - (d) 2003
3. The Paleolithic Age is known as :
 - (a) Neolithic Age
 - (b) Old Stone Age
 - (c) Mega Stone Age
 - (d) None of these
4. Who was taking the world's first paid space vacation ?
 - (a) Dennis Tito
 - (b) Ratan Tata
 - (c) Ambani
 - (d) None of these
5. types of tourism refers to tourist flows from one region to another country.
 - (a) Inter Regional Tourism
 - (b) Internal Tourism
 - (c) Outbound Tourism
 - (d) None of these
6. requires direct contract with the hosts.
 - (a) Rural Tourism
 - (b) Ethnic Tourism
 - (c) Environmental Tourism
 - (d) None of these

7. is the time when an individual can do what he likes to refresh his/her spirits.
- (a) Sports Tourism
 - (b) Ceisure Tourism
 - (c) Recreational Tourism
 - (d) Adventure Tourism
8. The concept of Motels was originated in :
- (a) London
 - (b) U. S. A.
 - (c) Germany
 - (d) France
9. hotel is situated near to the airport.
- (a) Inns
 - (b) Motel
 - (c) Airport
 - (d) None of these
10. Who is providing all services directly to their customers ?
- (a) Direct Providers
 - (b) Support Services
 - (c) Development Organizations
 - (d) All of these

BTS–604/BTTM–604**Entrepreneurship Development**

Bachelor of Tourism and Travel Management
(BTS–12/BTTM–16/17)

Sixth Semester, Examination, 2017

Time : 3 Hours

Max. Marks : 40

Note : This paper is of **forty (40)** marks containing **three (03)** Sections A, B and C. Attempt the questions contained in these Sections according to the detailed instructions given therein.

Section–A**(Long Answer Type Questions)**

Note : Section 'A' contains four (04) long answer type questions of nine and half ($9\frac{1}{2}$) marks each. Learners are required to answer *two* (02) questions only.

1. Define Entrepreneur. Give a brief account of nature and importance of an entrepreneur.
2. What legal formalities are to be complied by an entrepreneur for establishment of a new small scale enterprise ?
3. Discuss the factors affecting the form of a business organisation. What form of organizational framework would you suggest for a small-scale industry ?

4. Explain the various techniques used for marketing SSE's in tourism.

Section-B

(Short Answer Type Questions)

Note : Section 'B' contains eight (08) short answer type questions of four (04) marks each. Learners are required to answer *four* (04) questions only.

1. Examine the innovation theory of entrepreneurship.
2. Explain the need of institutions for the entrepreneurship development.
3. Explain in brief the factors affecting external environmental analysis.
4. What is project feasibility study ?
5. What are the various criteria for choice of technique ?
6. Explain the role of entrepreneur in economic growth.
7. How would you assess the performance of small scale enterprises ?
8. Explain the features of Human Resource Management.

Section-C

(Objective Type Questions)

Note : Section 'C' contains ten (10) objective type questions of half ($\frac{1}{2}$) mark each. All the questions of this Section are compulsory.

State whether the following statement is True *or* False.

1. Entrepreneur lack innovation.
2. Entrepreneurship is not only personal trait but a group behaviour.
3. Opportunity is a chance.

[3]

4. Environmental threats are included in SWOT analysis.
5. Entrepreneurs are made not born.
6. Entrepreneur helps in import substitution.
7. The investment limit of SSI does not exceed ₹ one crore.
8. Every project has a life span.
9. Incentive payments are designed to stimulate working conditions.
10. Market skimming exploits certain buyers.

