

UNIVERSITY OF LUCKNOW
INSTITUTE OF TOURISM STUDIES
PROGRAMME OF EXAMINATIONS
(Semester Examination December, 2011)

Venue: Dr. Shanker Dayal Sharma, Institute of Democracy, II Campus, LU.

Master of Tourism Administration (MTA) Semester-I

Time Allowed: 3 Hours

Timing 9.00 A.M. to 12.00 Noon

Date	Paper	Paper Title
12.12.2011	MAT-101	Management Concepts & Principle
14.12.2011	MTA-102	Organizational Behaviour and Business Communication
16.12.2011	MTA-103	Financial and Cost Accounting
18.12.2011	MTA-104	Personality Enhancement
20.12.2011	MTA-105	Tourism Concepts and Principle
22.12.2011	MTA-106	Tourism Products of India
26.12.2011	MTA-107	Tourism Geography Basics & Introducing India
28.12.2011	MTA-108	Foreign Language-I (French)
30.12.2011	MTA-109	Computer Application

Master of Tourism Administration (MTA) Semester-III

Time Allowed: 3 Hours

Timing 9.00 A.M. to 12.00 Noon

Date	Paper	Paper Title
13.12.2011	MAT-301	Basic Research Methods & Quantitative Techniques
15.12.2011	MTA-302	Air Travel Systems and Global Distribution Systems
17.12.2011	MTA-303	Legal Issues in Tourism
19.12.2011	MTA-304	Entrepreneurship Development
21.12.2011	MTA-305	International Trends & Contemporary Issues
23.12.2011	MTA-306	Foreign Exchange & Travel Insurance Management
26.12.2011	MTA-307	Foreign Language-II (French)
28.12.2011	MTA-308 (a)	Aviation Management
28.12.2011	MTA-308 (b)	Cargo Management
28.12.2011	MTA-308 (c)	Tour Operation and Destination Management

Note: NO GUARANTEE CAN BE GIVEN TO THE CANDIDATE REGARDING THE ORDER OF QUESTION PAPER

Sd/-

(Prof. Arvind Kumar)

Director

Institute of Tourism Studies

University of Lucknow

Date: 05.12.2011

(Prof. Y. Tyagi)

Controller of Examination

University of Lucknow, Lucknow

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Venue: Dr. Shanker Dayal Sharma, Institute of Democracy, II Campus, LU.

Master of Event Management (MEM) Semester-I
(Back Paper)

Time Allowed: 3 Hours

Timing 9.00 A.M. to 12.00 Noon

Date	Paper	Paper Title
12.12.2011	MEM-101	Concepts Management
14.12.2011	MEM-102	Management of Human Resource
16.12.2011	MEM-103	Computer Application-II
18.12.2011	MEM-104	Hotel Industry Overview
20.12.2011	MEM-105	Airline & Surface Transport Procedures
22.12.2011	MEM-106	Personality Development
26.12.2011	MEM-107	Applied Research Methods
28.12.2011	MEM-108	Accounting Concepts & Application

Master of Tourism Administration (MEM) Semester-III

Time Allowed: 3 Hours

Timing 9.00 A.M. to 12.00 Noon

Date	Paper	Paper Title
13.12.2011	MEM-301	Law for Events
15.12.2011	MEM-302	Entrepreneurship in event Management
17.12.2011	MEM-303	Public Relations in Event Management
19.12.2011	MEM-304	Writing Skills for Promotion & Publicity
21.12.2011	MEM-305 (6)	Corporate Event Management
23.12.2011	MEM-306 (1)	Foreign Language (French)

Note: NO GUARANTEE CAN BE GIVEN TO THE CANDIDATE REGARDING THE ORDER OF QUESTION PAPER

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Venue: Dr. Shanker Dayal Sharma, Institute of Democracy, II Campus, LU.

BBA (Tourism) Semester-I
(Regular, Back Paper & Exempted)

Time Allowed: 3 Hours

Timing 2.00 P.M. to 5.00 P.M.

Date	Paper	Paper Title
12.12.2011	BTA-101	Principles of Management
14.12.2011	BTA-102	Business Organization and Practice
16.12.2011	BTA-103	Science of Tourism
18.12.2011	BTA-104	Human Resource Management in Tourism
20.12.2011	BTA-105	Marketing Fundamentals
22.12.2011	BTA-106	Business and Cost Accounting in Tourism

BBA (Tourism) Semester-III
(Regular, Back Paper & Exempted)

Time Allowed: 3 Hours

Timing 2.00 P.M. to 5.00 P.M.

Date	Paper	Paper Title
13.12.2011	BTA-301	Research Methodology in Tourism
15.12.2011	BTA-302	Travel Agency Management
17.12.2011	BTA-303	Language-II (French/German)
19.12.2011	BTA-304	Computer Application-II
21.12.2011	BTA-305	Destination Mapping (World)
23.12.2011	BTA-306	Personality Enhancement

Note: NO GUARANTEE CAN BE GIVEN TO THE CANDIDATE REGARDING THE ORDER OF QUESTION PAPER

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Venue: Dr. Shanker Dayal Sharma, Institute of Democracy, II Campus, LU.

BBA (Tourism) Semester-V
(Regular)

Time Allowed: 3 Hours

Timing 9.00 A.M. to 12.00 Noon

Date	Paper	Paper Title
12.12.2011	BTA-501	Cargo Management
14.12.2011	BTA-502	Surface Transport Operations
16.12.2011	BTA-503	Tour Operation Management
18.12.2011	BTA-504	Business Communication
20.12.2011	BTA-505	Tourism & Hospitality Marketing
22.12.2011	BTA-506	Itinerary Planning, Product Development & Costing

BBA (Tourism) Semester-V
(Back Paper & Exempted Old Course)

Time Allowed: 3 Hours

Timing 9.00 A.M. to 12.00 Noon

Date	Paper	Paper Title
12.12.2011	BTA-401	Management of Tour Operation and Tour Packaging
14.12.2011	BTA-402	Entrepreneurship Development in Tourism
16.12.2011	BTA-403	Legal Aspects of Tourism
18.12.2011	BTA-404	Foreign Language-III French

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