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## ITS-3502

M. T. A.(Semester-I) Examination, 2012

Financial and Cost Accounting

(MTA-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 the following :  $5 \times 6 = 30$ 
  - (a) Money measurement concept
  - (b) Break-even point
  - (c) Provision for bad debts
  - (d) Cost of production
  - (e) Convention of conservatism
  - (f) Journalise the following transactions :
    - (i) Purchase of furniture costing Rs. 5,000.
    - (ii) Good costing Rs. 2,000 taken by owner for personal use.

(2)

## Unit-I

2. Define 'accounting'. Elaborate all steps involved in the process of accounting. 10
3. Prepare a cash book of HCL bros. With bank column and cash column for the month of April 2012, considering following information given below : 10
- | Date     | Particular                              | Amount (Rs.) |
|----------|---|--------------|
| April 1  | Balances of cash in hand                | 5,000        |
|          | Cash at bank                            | 10,000       |
|          | Fresh capital introduced in cash        | 50,000       |
| April 2  | Cash deposited into bank                | 15,000       |
| April 4  | Sold good for cash                      | 7,500        |
| April 6  | Received from Manish                    | 11,500       |
| April 9  | Electricity bill paid by cheque         | 2,000        |
| April 11 | Machinery purchased                     | 4,000        |
| April 14 | Good purchased from Ram for cash        | 2,000        |
| April 17 | Paid to Suresh                          | 1,750        |
| April 19 | Withdrew from bank for private use      | 5,000        |
| April 21 | Withdrew from bank for office use       | 2,000        |
| April 22 | Paid rent by cheque                     | 1,500        |
| April 26 | Received from Paul                      | 1,900        |
| April 27 | Received cheque from Kamta              | 2,100        |
| April 29 | Cheque received from Kamta sent to bank | -            |
| April 30 | Deposited into bank                     | 4,500        |
| April 30 | Paid salaries                           | 3,300        |

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(3)

## Unit-II

4. From the following particulars given in the trial balance and additional information in the books of Hk travels. Prepare a Trading and Profit & Loss A/c for the year ended 31.3.2011 and a balance sheet as on date : 10

Debit Balance	Amount (Rs.)	Credit Balance	Amount (Rs.)
Land	15,300	Sales	41,460
Purchases	21,200	Return outward	420
Salaries	2,200	Interest	240
Rent	600	Creditors	4,920
Postage	300	Loan	3,000
Stationary	240	Capital	12,000
Wages	5,200		
Carriage inward	560		
Office expenses	500		
Carriage outward	800		
Repairs	900		
Bad debts	120		
Opening stock	3,100		
Machinery	1,700		
Furniture	1,000		
Debtors	6,000		
Cash in hand	1,300		
Return inward	1,020		
	62,040		62,040

In addition, the following information is also given :

- (i) Closing stock as on 31.3.2011 is valued at Rs. 1,250

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(4)

- (ii) Depreciate Machinery @ 10% per annum  
Furniture @ 20% per annum
- (iii) Salaries amounting to Rs. 200 are outstanding.

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

*Unit-III*

6. From the following particulars prepare a cost sheet showing cost per ton of material X produced during the month of March 2012 :

	Rs.
Direct material	30,000
Direct wages	15,000
Direct manufacturing expenses	18,000
Factory expenses 15% of prime cost	
Office overheads	17,000
Administrative expenses	13,000
Selling and distribution expenses	25,000
Expected profit is 25% of cost of sales	
Total tonnage produced in the month March 2012 was 15,000.	

7. What do you understand by cost? Explain classification of costs in detail. 10

(5)

*Unit-IV*

8. Following are the information given by an owner of a hotel. You are requested to advise him 'what rent should be charged' from the customer per day so that he is able to earn 25% on cost. :

- (i) Staff salaries Rs. 1,40,000 per annum.
- (ii) Room attendant's salary Rs. 4 per day. The salary is paid on daily basis and services of room attendants are needed only when the room is occupied. There is one room attendant for one room.
- (iii) Lighting and Power : The normal lighting expenses for a room if it is occupied for the whole month Rs. 80 per room. Power is used only in winter and normal charges per month if occupied for a room is Rs. 30.
- (iv) Repair of building Rs. 20,000 per month
- (v) Linen etc. Rs. 8,000 per month
- (vi) Sundries Rs. 9,000 per month
- (vii) Interior decoration and furnishing Rs. 10,000 per annum
- (viii) Cost of publishing Rs. 6,00,000 rate of depreciation 5%.

(6)

(ix) Other equipment Rs. 2,00,000; Rate of depreciation 10%.

(x) There are 80 rooms in the hotel and 90% of the rooms are normally occupied in summer and 40% of the rooms are busy in winter.

You may assume that summer and winter is of six month each and normal days in a month is 30. 10

9. What is a 'cost audit'? Differentiate cost audit from financial audit. 10

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## ITS-3503

M. T. A. (Semester-I) Examination, 2012

PERSONALITY ENHANCEMENT

(MTA-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 : 5×6=30
- (a) Extroversion and introversion
  - (b) Interview Nerves can help you
  - (c) Positive visualization
  - (d) Recovering from poor start
  - (e) Selling yourself at interview
  - (f) Keeping the time log.

(2)

*Unit-I*

2. How will you make people think in your way? 10
3. What do you understand by Personality? Explain. 10

*Unit-II*

4. Explain in brief about interview skill. 10
5. Attributes that an evaluator focuses upon in a group discussion. Explain in brief. 10

*Unit-III*

6. What is the importance of meeting Agenda ? Explain. 10
7. Explain four phases of negotiation. 10

*Unit-IV*

8. Explain the points you will keep in mind while selecting a venue for a seminar. 10
9. Importance of Body language communication skill and eye contact while giving a presentation. 10

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# ITS-3504

**M. T. A. (Semester-I) Examination, 2012**

**TOURISM PRODUCTS OF INDIA**

**(MTA-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 : 30
- (a) SEL
  - (b) Village Tourism
  - (c) Museum
  - (d) 1857 Circuit
  - (e) Kumbh Mela
  - (f) Senior Tourism.

*Unit-I*

2. Write an explanatory note on tourist guides in India. 10
3. What should be necessary requirements for launching a good tourism product in tourism market? 10

*Unit-II*

4. Give names of any five tourism products and explain Golf tourism or Beach and Island tourism. 10
5. What do you understand by wildlife tourism and also write about protected and unprotected wildlife tourism? 10

*Unit-III*

6. Write about tourist police and their role in tourism product promotion. 10
7. What is World Heritage Site? Explain with different types of world heritage sites in India. 10

*Unit-IV*

8. What do you know about itinerary tourist circuit and package tours? Give examples of each. 10
9. What is Adventure tourism? Write about different types of adventure tourism. 10



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## ITS-3505

M.T.A. (First Semester) Examination, 2012

Tourism Concepts and Principles

(MTA-105)

*Time Allowed : Three Hours*

*Maximum Marks : 70*

*Note :* Answer *Five* questions in all. Question No. 1 is compulsory. Answer at least *one* question from each Unit.

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

5×6=30

- (i) Forms of tourism
- (ii) Components of tourism industry
- (iii) Demonstration effect of tourism
- (iv) Tourism multiplier
- (v) Types of passport
- (vi) ICAO
- (vii) Structure of WTO.

(2)

*Unit-I*

2. What is the difference between a tourist and same-day visitor? Discuss Plog's model of tourist types. 10
3. Briefly describe the factors that cause motivation to travel as proposed by : 5+5
  - (a) Iso Ahola
  - (b) Ryan.

*Unit-II*

4. What is the importance of the measurement of tourism? Explain the method and sources of collecting tourism statistics. 10
5. Give the major impacts of tourism on environment along with suitable examples. 10

*Unit-III*

6. Discuss the custom formalities and regulations relating to foreign travellers in India. 10
7. Write briefly on the role of Ministry of Tourism Govt. of India in promoting tourism in India. 10

(3)

*Unit-IV*

8. Give the backdrop against which IUOTO was formed along with the objectives of the organisation. 10
9. Write in detail about the functions and objectives of FHRAI. 10

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# ITS-3506

M. T. A. (Semester-I) Examination, 2012

Computer Application

(MTA-106)

*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. Write short notes on the following : 3×5=15
  - (a) Standard Toolbar
  - (b) Windows-7
  - (c) Recycle Bin
  - (d) Formula Bar
  - (e) Start Button.

(2)

*Unit-I*

2. What is Word Processor ? Explain the formatting toolbar in detail. 5
3. What is the use of view option in MS-Word ? Explain types of views in detail. 5

*Unit-II*

4. Write short notes on the following :  $2\frac{1}{2} \times 2 = 5$ 
  - (a) Table
  - (b) Find and Replace.
5. What is paragraph indentation ? Elaborate various types of tab in detail. 5

*Unit-III*

6. What is Macro ? Explain the steps to create a new macro. 5
7. What is mail-merge ? How a mail-merge is useful and how we can do mail-merge ? Write steps. 5

*Unit-IV*

8. What is spreadsheet ? Write the various functions of a spreadsheet. 5
9. What is function ? Write any five functions in detail. 5

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## ITS-3508

**M. T. A. (Semester-I) Examination, 2012**

**(Old Course/Back Paper)**

**Organizational Behaviour & Business Communication**

**(MTA-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: 6×5=30
- (a) Organization behaviour
  - (b) Theory X
  - (c) Leadership traits
  - (d) Why people resists change
  - (e) Process of communication
  - (f) Difference between fax and e-mail.

*Unit-I*

2. Critically examine Maslow's theory of "Need hierarchy". 10

(2)

3. Explain the following : 5+5  
(a) Factors affecting perception  
(b) Features of attitude.

*Unit-II*

4. Explain features and functions of small groups in organization. 10  
5. How conflict arises into the organization ? Explain all steps and phases of conflicts. 10

*Unit-III*

6. What are common barriers to communication in an organization ? Suggest measures to remove them and to make communication effective. 10  
7. Explain importance of communication for management in dealing with people at work. Mention types of communication. 10

*Unit-IV*

8. Describe in detail nature and importance of Business Communication. 10  
9. Write down essential features of a Business Letter. 10

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# ITS-3509

**M. T. A. (Semester-I) Examination, 2012**

**(Old/Back Paper)**

**Financial and Cost Accounting**

**(MTA-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 I, II, III and IV.*

1. Write short notes on the following: 5×6=30
- (a) Debtors and creditors
  - (b) Provision for bad debts
  - (c) Semivariable cost
  - (d) Cost concept
  - (e) Budgeting
  - (f) Convention timeliness.

(2)

*Unit-I*

2. Explain the following concepts : 10
- (i) Dual aspect concept
  - (ii) Separate entity concept
  - (iii) Money measurement concept.
3. What is a bank reconciliation statement ? Discuss the importance of a bank reconciliation statement. 10

*Unit-II*

4. From the following particulars given in the trial balance and additional information in the books of PTI travel agencies. Prepare a Trading and Profit & Loss A/c for the year ended 31/3/2012 and a balance sheet as on date : 10

Particulars	Dr. Balance (amount) Rs.	Cr. Balance (amount) Rs.
Opening stock	4,500	
Purchases	30,000	
Capital		25,000
Sales		49,500
Purchase returns		3,000
Commission		4,800

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Sales return	4,000	
Wages	6,000	
Advertising	7,500	
Office expenses	2,500	
Salaries	7,800	
Furniture	5,000	
Machinery	10,000	
Drawings	4,000	
Debtors		
Creditors		6,500
Rent		3,500
Cash in hand	3,000	
Insurance premium	2,000	
Printing and stationary	6,000	
<b>Total</b>	<b>92,300</b>	<b>92,300</b>

Closing stock as on 31/3/2012 is valued at Rs. 4000.

5. What are the final accounts ? Explain features and importance. 10



(4)

*Unit-III*

6. From the following particulars prepare a cost sheet showing cost per ton of material X produced during the month of March, 2012:

Direct material	Rs. 72,000
Wages	Rs. 12,000
Factory rent	Rs. 36,000
Other factory overheads	Rs. 750
Office expenses	Rs. 2,000
Administration expenses	Rs. 1,500
Selling and distribution expenses	Rs. 3,000
Profit is @ 25% of the cost	

Total tonnage produced and sold in the month of March, 2012 was 10,000.

7. Explain the nature of below mentioned 'Costs': 10
- (i) direct cost
  - (ii) indirect cost
  - (iii) total cost.

*Unit-IV*

8. Define 'budget' and 'budgeting'. Discuss its utility and limitations. 10
9. What factors you will take into consideration while fixing a room rent in hotel ? Explain with help of examples. 10

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# ITS-3510

M. T. A. (Semester-I) Examination, 2012

PERSONALITY ENHANCEMENT

(MTA-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 the following : 5×6=30
- (a) Personality type
  - (b) Ways people like you
  - (c) Dress to fit in
  - (d) Keeping time log
  - (e) Analyse worry
  - (f) Make people think in your way.

(2)

*Unit-I*

2. What is the benefit of extrovert personality? 10
3. Explain the benefit of selfknowledge. 10

*Unit-II*

4. Explain the importance of group discussion while selecting a candidate. 10
5. How will you sell yourself in an interview? 10

*Unit-III*

6. Explain the three characteristics of a Negotiation. 10
7. Why meeting is very important for an organization? 10

*Unit-IV*

8. What points you will keep in mind while selecting a venue for a conference? 10
9. Explain in brief the presentation skill. 10

**A**

# **ITS-3511**

**M. T. A. (First Semester) Examination, 2012**

**(Old Course)**

**Tourism Concepts and Principles**

**(MTA-105)**

*Time Allowed : Three Hours*

*Maximum Marks : 70*

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

1. Write short notes on the following : 3×10=30
- (i) Tourist
  - (ii) Ecotourism
  - (iii) Business Tourism
  - (iv) Motels
  - (v) Drifters

(2)

- (vi) Winter Sports
- (vii) National Park
- (viii) Ellora
- (ix) Desert Safari
- (x) Green Tourism.

*Unit-I*

2. What is tourism ? Discuss the history of tourism in detail. 10
3. How is a person motivated to travel ? "Tourism is what motivates tourism".  
In the light of the above statement, discuss the various motivators of tourism demand. 10

*Unit-II*

4. Define multiplier effect and also discuss its significance in tourism with suitable examples. 10
5. What are impacts ? Discuss various impacts in tourism industry due to movement of people. 10

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(3)

*Unit-III*

6. Write short notes on any two of the following :5×2=10
  - (a) VISA
  - (b) Medical formalities
  - (c) Import and Export.
7. What do you understand by the term 'Policy' ? Give the framework of policies for Indian tourism. 10

*Unit-IV*

8. Explain the objectives and functions of UNWTO. 10
9. Discuss the role of FHRAI in Indian Accommodation Industry. 10

ITS-3511-3-100

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## ITS-3512

M. T. A. (Semester-I) Examination, 2012

TOURISM PRODUCTS OF INDIA

(MTA-106)

*Time Allowed : Three Hours*

*Maximum Marks : 70*

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

1. Write short notes on any five of the following : 30
  - (a) Tourism Product
  - (b) Package Tours
  - (c) Ardha Kumbh Mela
  - (d) One tourist place of any religion.
  - (e) Tourist circuit
  - (f) Market Brand.

(2)

*Unit-I*

2. Before launching a tourism product on the market, what requirements may be taken into consideration. 10

*Or*

3. What do you know about "Palace on Wheels" or "Deccan Odyssey"? Explain. 10

*Unit-II*

4. What major methods can be applied for marketing a tourism product, when it intangible product? 10

*Or*

5. What is importance of slogans or punchline in tourism? Explain with examples. 10

*Unit-III*

6. Name those Hill Trains of India, which are given World Heritage status. Write in detail. 10

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(3)

*Or*

7. Explain places of tourist interest related to Buddhism. How are they related to the life of Lord Buddha? 10

*Unit-IV*

8. What role conferences and conventions can play in promotion of tourism? Explain with examples. 10

*Or*

9. Write a detailed note on created festivals for promotion of tourism. 10

ITS-3512-3-100

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## ITS-3513

M. T. A. (Semester-I) Examination, 2012

(Old Course)

Tourism Geography Basics and Introducing India

(MTA-107)

*Time Allowed : Three Hours*

*Maximum Marks : 70*

*Note:* Question No. 1 is compulsory. Attempt at least *one* question from each Unit. Map for Q. No. 1 will be provided.

1. Mark the following on the map of the world provided to you : 1×10=30
  - (i) Colombo
  - (ii) Egypt
  - (iii) Beijing
  - (iv) Madrid
  - (v) Sydney
  - (vi) Mumbai



(2)

- (vii) New York
- (viii) Rome
- (ix) London
- (x) Tokyo
- (xi) Pushkar
- (xii) Singapore
- (xiii) Cape Town
- (xiv) Leh
- (xv) Mexico City
- (xvi) Bangkok
- (xvii) New Delhi
- (xviii) Harare
- (xix) Perth
- (xx) Darjeeling
- (xxi) New Zealand
- (xxii) Hiroshima
- (xxiii) Cuba
- (xxiv) Rameshwaram
- (xxv) Istanbul
- (xxvi) Daman and Dew
- (xxvii) Cairo
- (xxviii) Washington D.C.
- (xxix) Jharkhand
- (xxx) Oman.

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(3)

*Unit-I*

- 2. Discuss the regions of the world on the basis of Climate along with their potential for tourism. 10
- 3. Write notes on the following : 5×2=10
  - (a) Indian Desert
  - (b) Map Projection.

*Unit-II*

- 4. Define the term Tourism Geography and its importance in tourism industry. 10
- 5. Write short notes on the following : 5×2=10
  - (a) Push and Pull Factors
  - (b) IATA.

*Unit-III*

- 6. Discuss the importance of Himalayas in Indian Tourism and explain the important rivers of Himalayas. 10

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(4)

7. Write short notes on the following : 5×2
- (a) Island of India
  - (b) Beaches of India.

*Unit-IV*

8. Draw the map of India and mark five major tourist places and describe all of them with their climate and other physical properties. 10
9. Draw the outline map of India and mark the following : 10
- (i) Manali
  - (ii) Jaipur
  - (iii) Munnar
  - (iv) Vally of flower
  - (v) Badrinath
  - (vi) Bangalore
  - (vii) Pondicherry
  - (viii) Dadar and Nagar Haveli
  - (ix) Dudhwa National Park
  - (x) Amarkantak.

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# ITS-3514

**M. T. A. (First Semester) Examination, 2012**

**(Old Course)**

**Foreign Language-I**

**(French)**

**(MTA-108)**

*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. Answer all questions : 3×5=15
- (i) Mettez les phrases aux négatifs :
- (a) Nous faisons du ski
  - (b) Je voudrais un dictionnaire
  - (c) Vous aimez du jus d'orange.
- (ii) Fait des phrases avec des mots suivants :
- (a) hôtel, réserver
  - (b) aéroport, six heures
  - (c) Elles, aller

(2)

(iii) Mettez les prépositions :

- (a) Je vais \_\_\_\_\_ Canada
- (b) Il est \_\_\_\_\_ France
- (c) Nous allons \_\_\_\_\_ États-Unis.

(iv) Complétez les phrases avec « moi, toi, lui »

- (a) \_\_\_\_\_, je m' appelle Aurélie. Et \_\_\_\_\_, Comment s' appelle-t-elle ?
- (b) Moi, je voudrais du café et \_\_\_\_\_, qu' est-ce que tu voudrais boire ?

(v) Cochez les adjectifs possessifs :

- (a) J' aime \_\_\_\_\_ ordinateur portable. (Mon, Ma)
- (b) Est-ce que vous aimez \_\_\_\_\_ parents ? (Vos, Ton)
- (c) Où est \_\_\_\_\_ maison ? (Ta, Tes)

*Unit-I*

5

2. Présentez votre personnalité favori ? (10-12 lignes)

3. Présentez votre personnalité favorite ? (10-12 lignes)

*Unit-II*

5

4. Conjuguez les verbes :

5

- (a) Elle (aller) au Maroc.
- (b) Nous (prendre) de la glace.
- (c) Elled (venir) du marché.
- (d) Vous (connaître) Amitabh Bachchan ?
- (e) Ils (pouvoir) danser bien Kathak.

(3)

5. Complétez des phrases avec des adjectifs :

- (a) La secrétaire est \_\_\_\_\_ (belle, beau)
- (b) Mon grand-père est (indien, italienne)
- (c) La chambre est \_\_\_\_\_ (spacieuse, petit)
- (d) J' aime ma maison \_\_\_\_\_ (blanche, gris)
- (e) J' ai une \_\_\_\_\_ robe. (Joliè, bleu).

*Unit-III*

5

6. Répondez aux questions :

- (a) Quelle est la date de la fete Nationale de la France ?
- (b) Nommez l' hymne français ?
- (c) Quelles sont les couleurs du drapeau de la France ?
- (d) Nommez les villes importantes de la France ?
- (e) Nommez les sites touristiques en France ?

7. Ecrivez un essai sur « Paris-Une ville française » (10 lignes).

*Unit-IV*

5

8. (a) Traduisez le texte en anglais :

5

UNE RANDONNÉE

Mayuko : Qu est-ce qu' on va dimanche ?

Stefano : On va passer la journée a Versailles.

Anjali : Ah bon ? Nous allons visiter le palais ?

Mike : Qui, bien sûr ! La matinée, nous allons faire la visite de tous les endroits

Les jardins autour du château sont formidables.

(4)

Stefano : Qu'est-ce qu'on va faire là-bas ?

Mike : Là-bas, on va faire du bateau, du vélo  
et on va pique-niquer.

Stefano : C'est intéressant !

Julia : Moi, j'aime les randonnées. Ca fait  
découvrir la nature, ça dégourdit les  
jambes, on.

(b) Répondez aux questions en français :

(i) Qu'est-ce qu'on va le dimanche ?

(ii) Est-ce qu'on visite le palais ?

(iii) Qu'est-ce qu'on fait la matinée ?

9. (a) Traduisez le texte de la question no. 8 (a):

(b) Répondez en français .

(i) Nommez les activités tous les amis font là-bas ?

(ii) Est-ce que Stefano, Mike et Julia trouvent  
les activités intéressantes ?

(iii) Nommez les activités que Julia aime faire ?

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## ITS-3515

M. T. A. (Semester-I) Examination, 2012

(Old Course)

COMPUTER APPLICATION

(MTA-109)

*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. Write notes on the following : 3×5=15
  - (a) Standard Toolbar
  - (b) ROM
  - (c) Windows
  - (d) Find and Replace
  - (e) Internet Explorer.

(2)

*Unit-I*

2. What is formatting toolbar? Explain various icons in detail. 5

3. Explain the following :  $2\frac{1}{2} \times 2 = 5$

(a) Undo

(b) Redo.

*Unit-II*

4. Write short notes on the following :  $2\frac{1}{2} \times 2 = 5$

(a) Taskbar

(b) Desktop.

5. What is Browser? Explain various browsers in detail. 5

*Unit-III*

6. What is word processor? Explain in detail. 5

7. What is Control Panel? Explain its use in Windows. 5

(3)

*Unit-IV*

8. What is macro? Explain in detail. 5

9. What is mail merge? Elaborate in detail. 5

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## **ITS-3516**

**M. T. A. (Semester-III) Examination, 2012**

**Basic Research Methods & Quantitative Techniques**

**(MTA-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 answer of the following :  $3 \times 10 = 30$ 
  - (i) Scope of Research in Tourism Industry in India.
  - (ii) Explain Research Hypotheses.
  - (iii) Define Incidental and Purposive Sampling.
  - (iv) Make a test of Primary Sources of data collection.
  - (v) Importance of writing research report.
  - (vi) Define observation.



(2)

- (vii) Qualities of a good researcher.
- (viii) Define Central Tendency.
- (ix) Define non parametric test.
- (x) Importance of Computer in data analysis.

*Unit-I*

- 2. What are the different sources of knowledge ?  
How they will help in 'conducting research in  
tourism ? 10
- 3. Explain sampling. What are the different types of  
sampling? Explain each in short. 10

*Unit-II*

- 4. Explain qualitative research. What is the relevance of  
qualitative research in tourism? 10
- 5. Explain the characteristics of a good measuring tool.  
Explain interview technique in detail. 10

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(3)

*Unit-III*

- 6. Write down the steps of quantitative research.  
Explain each in detail. 10
- 7. Explain the importance of report writing in research.  
Write down the main steps of preparing a research  
proposal. 10

*Unit-IV*

- 8. Write short notes on the following : 5×2  
(a) Case study  
(b) Questionnaire.
- 9. Explain various techniques of presenting a data  
graphically. Draw any two and explain. 10

ITS-3516-3-200

A

## ITS-3517

**M. T. A. (Semester-III) Examination, 2012**

**Air Travel System and Global Distribution System**

**(MTA-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 down the steps of creating PNR in Amadeus with following details : 30
  - (a) Name of Passengers :
    - (i) Mr. Neeraj Sharma 35 years
    - (ii) Mrs. Pushpa Sharma 30 years
    - (iii) Master Nishant Sharma 08 years
    - (iv) Miss Nandika 08 months
  - (b) Sector is DEL-FRA on LH and date is 20 Jan. 13

(2)

- (c) Class Y
- (d) Ticketing time limit is 10 Dec. 12 till 1700.
- (e) Passenger contact number is 65654321.
- (f) Passengers need VGML.
- (g) Pass the time limit and contact to airline.
- (h) Booking received from Mr. Yogesh.

*Unit-I*

- 2. (a) How to sign-in in all work areas in production mode with the details 4444GK/AS and how to move to work area B and sign-out from all areas? 5
- (b) How many work areas are there in Amadeus and what is the use of work areas? 5
- 3. (a) Write command to decode city SFO and country DE. 5
- (b) Encode the following : 5
  - (i) Chennai
  - (ii) France
  - (iii) British Airways
  - (iv) Equipment 320.

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(3)

*Unit-II*

- 4. (a) How to know the availability and time table between DEL to DXB on 15 Aug 12 on airline EK? 5
  - (b) How to retrieve a PNR by PNR SDFGTR? Write down the command to cancel the itinerary. 5
  - 5. (a) Write down the command to insert arrival not known segment? What is the use of it? 5
  - (b) Write down the command to find out minimum connecting time (MCT) of NYC airport. What is the use of finding minimum connection time? 5
- Unit-III*
- 6. (a) How to convert USD 3500 into INR? How to calculate mileage between DEL-DXB-LHR-FRA-BOM? 5
  - (b) How to see the seat map in a PNR? Write down the command to book seat number 45B. 5
  - 7. (a) Write down the steps to split a PNR? 5
  - (b) Write down the command to know the 30 kgs. excess baggage charges between DEL-DXB on EK. 5

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(4)

*Unit-IV*

8. (a) What are the Queues? Explain with command and examples. 5
- (b) Write down the command to know the fare between DEL to VIE by fare quote display on 19 JAN 12 on OS. 5
9. Write down the command to know the fare of following itinerary by fare quote pricing method :10

Sector	Airline
DEL - FRA	LH
FRA - LHR	LH
LHR - AMS	Surface
AMS - DEL	KL

A

# ITS-3518

**M. T. A. (Semester-III) Examination, 2012**

**Legal Issues in Tourism**

**(MTA-302)**

*Time Allowed : Three Hours*

*Maximum Marks : 70*

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

1. Write short notes on the following :  $3 \times 10 = 30$
- (a) Tourist
  - (b) Travel agency
  - (c) Airway Bill
  - (d) Import duty
  - (e) Bill of lading
  - (f) VISA

(2)

- (g) Special permission
- (h) National parks
- (i) Motels
- (j) Transit Point.

*Unit-I*

2. What is law of sea ? Discuss the role of Indian regrading maintaining and construction of the law of seas. 10
3. Discuss open sky policy in the contaxt of civil aviation and International tourism. 10

*Unit-II*

4. Write short notes on any two of the following :5×2=10
- (a) Baggage Rules
  - (b) Non financial incentives in tourism
  - (c) Hotel Receipt Tax Act.
5. What is incentive ? Discuss various financial incentives in detail. 10

(3)

*Unit-III*

6. Destination planning plays an important role for sustainable development. Discuss how wild life protection Act helps to promote sustainable tourism. 10
7. Describe Antiquities and art treasure Act and how is this act beneficial for cultural tourism of India ? 10

*Unit-IV*

8. What are Travel Documents ? Discuss their role and importance in International Travel. 10
9. Define Foreign tourist. What facilities are given to any foreign tourist in India by the foreigner's Act ? 10

A

# ITS-3519

**M. T. A. (Third Semester) Examination, 2012**

**Entrepreneurship Development**

**(MTA-304)**

*Time Allowed : Three Hours*

*Maximum Marks : 70*

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

1. Write short notes on any six of the following :  $5 \times 6 = 30$ 
  - (i) Motivational factors promoting entrepreneurship
  - (ii) Classification of entrepreneurs on the basis of personality traits
  - (iii) Schumpeter's view of entrepreneurship as a function of innovation.
  - (iv) Role of entrepreneur in bringing social stability

(2)

- (v) SIDBI
- (vi) IPR 1956
- (vii) Working capital management
- (viii) Liquidity of the firm
- (ix) Factors which determine the selection of business site
- (x) Competitor analysis.

*Unit-I*

- 2. What role do entrepreneurs perform in the economic development of the country? 10
- 3. Through 5 Industrial Policy Resolutions of 1948, 1956, 1977, 1980 and 1990 government announced its major objectives for economic developments. Discuss the major shifts in these IPRs. 10

*Unit-II*

- 4. How does an entrepreneur analyse the market demand and competitive situation? 10
- 5. Make or buy decisions of the entrepreneur influence the choice of technology. Elaborate. 10

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(3)

*Unit-III*

- 6. Partners are subject to the provisions of Partnership Act in terms of duties, rights, registration and dissolution of the firm. Discuss. 10
- 7. What are the major issues which should be taken care of in financial management by the entrepreneur? 10

*Unit-IV*

- 8. Comment upon the typical strengths and weaknesses of family based enterprises. 10
- 9. What type of stabilization strategy would you adopt as an entrepreneur? 10

ITS-3519-3-200



A

## ITS-3520

M. T. A. (Semester-III) Examination, 2012

International Trends & Contemporary Issues

(MTA-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 six of the following :  $5 \times 6 = 30$ 
  - (a) Tourist arrivals and receipts
  - (b) UN WTO forecasts for international tourism
  - (c) Characteristics of accommodation industry
  - (d) International tourism policy of France
  - (e) Features of international tourism in developing countries
  - (f) Cinema tourism
  - (g) Dark tourism.

(2)

*Unit-I*

2. What do you understand by economic indicators of tourism ? Give the classification of travellers as given by UNWTO. 10
3. Discuss the trends for international tourism observed in America's. 10

*Unit-II*

4. What developments in the USA brought about revolution in international air travel ? Comment. 10
5. How many types of hotel chains can be identified ? Give the merits and demerits of each. 10

*Unit-III*

6. Explain the term 'social tourism'. How does it promote international tourism ? 10
7. Write briefly on the international tourism policies of OECD and EU. 10

*Unit-IV*

8. Write short notes on the following : 5+5=10
  - (a) Space tourism
  - (b) Medical tourism.
9. What are the different forms of eco friendly tourism ? Discuss its scope in India. 10

ITS-3520-2-200

A

## ITS-3521

M. T. A. (Semester-III) Examination, 2012

FOREIGN EXCHANGE & TRAVEL INSURANCE

MANAGEMENT

(MTA-306)

*Time Allowed : Three Hours*

*Maximum Marks : 70*

*Note : Answer Five questions in all. Question No. 1 is compulsory. Answer four more questions selecting one question from each Unit.*

1. (a) State True or False : 2×5=10
  - (i) If your Indian client is travelling to Malaysia it is advisable to change currency in dollars and then to ringgits.
  - (ii) Dirham in UAE is the currency for six states.

(2)

- (iii) FEMA was introduced in 1999 with lots of amendment in FERA 1993.
- (iv) Devaluation will happen when country faces chronic BOP deficit.
- (v) Foreign exchange can be predicted precisely to the last decimal.

(b) Recognize the symbols and mention the country and currency name : 2×5=10

	Symbol	Country	Currency
(i)	₹	_____	_____
(ii)	₱	_____	_____
(iii)	₨	_____	_____
(iv)	₪	_____	_____
(v)	₦	_____	_____

(c) Provide the currency name and its three letter code for the following countries : 2×5=10

(i)	Turkey	_____	_____
(ii)	Oman	_____	_____
(iii)	Philippines	_____	_____
(iv)	Indonesia	_____	_____
(v)	Iceland	_____	_____

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(3)

*Unit-I*

- 2. Define FOREX. Diagrammatically represent the 'administration of foreign exchange in India'. 10
- 3. Briefly discuss the following accounts : Nostro, Vostro and Loro accounts ? 10

*Unit-II*

- 4. What do you understand by 'prohibited transactions' under FEMA ? 10
- 5. Write short notes on the following : 5+5
  - (a) International Exchange System (referring to Foreign Exchange)
  - (b) Gold Currency Standard.

*Unit- III*

- 6. Write an essay on South East Asian Currency Crisis. 10
- 7. Discuss the International Monetary Fund in detail. 10

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(4)

*Unit-IV*

8. Enumerate the features of the foreign exchange markets in brief. 10
9. Describe the types of transactions (in interbank markets). 10

A

## ITS-3522

M. T. A. (Third Semester) Examination, 2012

FOREIGN LANGUAGE-II

French

(MTA-307)

*Time Allowed : Three Hours*

*Maximum Marks : 35*

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

1. Answer all questions : 3×5=15
- (i) Mettez les phrases aux négatifs :
- (a) Nous aimons du café.
  - (b) Je voudrais un livre.
  - (c) Vous aimez aller à l' université.

(2)

- (ii) Ecrivez un petit essai sur <<La francophonie>> (6-7 lignes).
- (iii) Complétez les phrases avec <<Qui/Que/Où>>
- (a) Nicolas, ..... est boursier, habite en Inde.
- (b) Elle a une nouvelle maison..... J'aime beaucoup.
- (c) Nous aimons la ville....mon oncle habite.
- (iv) Ecrivez un essai sur <<La danse Kathak>> (6-7 lignes).
- (v) Complétez avec les pronoms possessifs :
- (a) C'est mon ordinateur portable. C'est.....
- (b) Tu as oublié ton livre ici. Tu as oublié.....ici.
- (c) Où sont vos cartes postales? Où sont ..... ?

*Unit-I*

5

2. Vous êtes un guide touristique et vous invitez trois touristes indiens au restaurant pour manger un repas typiquement français. Ecrivez un dialogue entre vous, les touristes indiens et le serveur du restaurant. (10-12 lignes) 5

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(3)

3. Ecrivez un essai sur <<La cuisine française>>. (10-12 lignes)

*Unit-II*

5

4. Remplacez les mots soulignés par un pronom objet direct :
- (a) Chaque dimanche, mes frères rencontrent leurs amis.
- (b) Elle lit son roman tous les jours.
- (c) M. Dupont donne un cadeau.
- (d) Le président accueille les étudiants.
- (e) On écoute le discours.
5. Remplacez les mots soulignés par <<en>> ou <<y>>.
- (a) Victor mange un sandwich.
- (b) Est-ce que tu as besoin de ce livre ?
- (c) Elle a beaucoup de temps.
- (d) Je vais à la banque maintenant.
- (e) Evelyne sert de la viande.

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(4)

*Unit-III*

5

6. Vous êtes guide touristique. Comment est-ce que vous allez décrire votre hôtel de cinq étoiles à vos touristes Rédigez un essai sur votre hôtel.
7. Vous êtes guide à l'agence Ellora à New Delhi. Annoncez l'itinéraire aux touristes français qui visitent votre ville pour 3 jours.

*Unit-IV*

8. (a) Traduisez le texte en anglais :
- Chère Laure  
Salut! Comment vas-tu ? Désolée, je n' ai pas écrit plus tôt.  
Depuis notre arrivée ici, j'ai passé tous les jours à chercher un appartement.  
Enfin hier, nous avons eu du succès ..... Un appartement au centre-ville.  
Cet appartement donne sur le lac Léman. Il est très beau. On a une vue magnifique de toute terrasse. Tu sais, de l'autre côté du lac, je peux voir les basses Alpes, et le Jura. Juste en face il y a la ville française d'Evian.  
J' attends des nouvelles de chez toi. Viens chez nous en Suisse pendant les vacances de Noël. Tu vois comme c'est beau! Amités Anita.

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(5)

- (b) Répondez aux questions en français :
- (i) Qui écrit la lettre ?  
(ii) A qui écrit-elle ?  
(iii) Qu'est-ce que Anita cherche-t-elle ?
9. (a) Traduisez le texte de la Question No. 8(a).  
(b) Répondez en français :
- (i) Où est-ce qu' on a trouvé l' appartement ?  
(ii) Comment est l' appartement ?  
(iii) Qu'est-ce qu'il y a en face de l' appartement ?

ITS-3522-5-200



A

## ITS-3523

M. T. A. (Third Semester) Examination, 2012

AVIATION MANAGEMENT

[MTA-308(a)]

*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 calculator is allowed.

1. Construct the cheapest fare for the following routing and issue a ticket in Mr. Alok Tandon : 15×2
  1. EK 301 Y 04JANDEL DXB HK1 0400 0800
  2. BA 342 Y 10JAN DXB LON HK1 1230 1530
  3. SK 1240 Y 05FEB LON CPH HK1 1445 1715
  4. SK 556 Y 09FEB CPH FRA HK1 1235 1820

(2)

PNR : EK/Y76IK

BAGGAGE : ? (As per the routing)

ENDORSEMENT : NON END/NON RERT

FORM OF PAYMENT : CASH

DATE & PLACE OF ISSUE/VALIDATE TKT :

ABC TRAVELS

14-3 1234 5

(TODAY'S DATE)

ROE 54.50

TAXES TAX 229WO TAX 555AE TAX 1450FR

TAX 89IZ 300YR TAX 1850UB TAX 1950GB

TAX 17500 YQ.

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(3)

ECONOMY CLS FARES, MPMs & TPMs

FROM	TO	TPM	OW - NUC	RT - NUC	GI/MPM
DELHI	DUBAI	1360	434.89	724.83	EH1632
	COPENHAGEN	3820	2023.8	3113.4	EH5682
	FRANKFURT	3804	2023.8	3113.4	EH5152
	LONDON	4169	2180.33	3354.29	EH5598
	CHICAGO	7476	3118.8	5359.16	AT10206
DUBAI	DELHI	1360	604.56	1097.47	EH1632
	COPENHAGEN	2994	1990.7	3314.21	EH4372
	FRANKFURT	3008	1731.99	2883.93	EH3944
	LONDON	3403	1745.61	2905.72	EH4304
	CHICAGO	7200	2627.07	4548.83	AT9009
COPENHAGEN	DELHI	3821	3292.01	5060.47	EH5394
	DUBAI	2994	3816.25	5870.93	EH4372
	FRANKFURT	422	404.5	506.04	EH506
	LONDON	594	404.5	506.04	EH702
	CHICAGO	4262	3303.53	5678.58	AT5114
FRANKFURT	DELHI	3804	3329.18	5120.68	EH5152
	DUBAI	3008	3296.9	5072.26	EH3944
	COPENHAGEN	422	404.5	507.22	EH506
	LONDON	3256	404.5	507.22	EH4051
	CHICAGO	4334	2953.21	5092.12	AT5200
LONDON	DELHI	4169	3170.21	4875.69	EH5598
	DUBAI	3403	2900.93	4461.56	EH4304
	COPENHAGEN	594	404.5	507.22	EH712
	FRANKFURT	396	404.5	507.22	EH475
	CHICAGO	3953	4200.43	6460.79	AT4743
CHICAGO	DELHI	7479	3812	5864	AT10206
	DUBAI	7200	5181	8211	AT9009
	COPENHAGEN	4262	2417	4487	AT5114
	FRANKFURT	4334	3372	5187	AT5200
	LONDON	3953	3372	5187	AT4743

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( 4 )

*Unit-I*

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

areas : ½×10

(i) MAD

(ii) IST

(iii) VCE

(iv) JED

(v) BCN

(vi) BLR

(vii) AKL

(viii) BKK

(ix) HYD

(x) PNQ.

(b) What is the Global Indicators (GI) for the following journeys ? 1×5

(i) DUBAI PARIS LONDON ....

(ii) MUMBAI FRANKFURT BOSTON ....

(iii) DELHI SEOUL LOS ANGELES ....

(iv) DURBAN COPENHAGEN NEWYORK ....

(v) PARIS LAS VEGAS BANGKOK ....

( 5 )

3. (a) Define any three freedom of air? (with example).5

(b) Calculate excess mileage surcharge (EMS) for the following : 1×5

	MPM	TPM	EMS
(i) 7007	8211	_____	_____
(ii) 5252	5777	_____	_____
(iii) 3150	3460	_____	_____
(iv) 9579	8978	_____	_____
(v) 5143	4566	_____	_____

*Unit-II*

4. Define baggage concepts and also mention the free baggage allowance in the economy, business and first class. 10

5. Define Circle Trip Journey and Open Jaw journey with example. 10

*Unit-III*

6. (a) What are the major documents required for travel from India. 5

(b) Define the kinds of jaw in the below routings : 5

(i) WAS FRA//LON FRA NYC

(ii) DEL PAR//DXB BOM

(iii) BOM FRA HOU// ROM CCU

(iv) DEL HKG SIN CCU

(v) DEL GVA // MUC SHA.

(6)

7. Define any four of the following: 2½×4
- (i) Maximum permitted mileage
  - (ii) Global Indicators
  - (iii) Steps to construct fare
  - (iv) Round Trip journey
  - (v) Role of IATA.

*Unit-IV*

8. Describe the following checks and the conditions to be applied: 5×2
- (i) Round the world journey and
  - (ii) Back Haul check.
9. Calculate the fare for the following return journey in economy class and advise whether this is a Round Trip or a Circle Trip: 10

DELHI

LONDON

CHICAGO

COPENHAGEN

DELHI

TPMs : DEL LON=4169, LON CHI=3458,

DEL CPH=3629, CPH CHI=3849

MPM : DEL CHI=10206 AT

NUCs : DEL-CHI-RETURN NUC 2950.60

ROE : 54.50

A

## ITS-3524

M. T. A. Examination, Dec. 2012

### CARGO MANAGEMENT

[MTA-308(B)]

*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. M/s Jain Chickana Enterprises wants to send 500 dupattas weighting 300 gms. each to M/s Buddh Chikan Shop from Delhi to Mumbai. They are packed in a box of 20×20×20 inches.

The rates are as follows :

30

Codes	Weight	INR Kgs.
M	01-44	50.00
N	45-100	43.00
Q	101-150	41.00
Q	151-250	39.00
Q	250-500	34.00

(2)

Calculate the cost involved. What does M, N, Q stand for? 30

*Unit-I*

2. Give the full form of following : 1×10

- (i) FOB
- (ii) APD
- (iii) AWB
- (iv) SLI
- (v) GCR
- (vi) ICE
- (vii) NVD
- (viii) NWP
- (ix) LHO
- (x) DGL.

3. Differentiate between agent, consigner, consignee and consignment. 10

*Unit-II*

4. What do you understand by : 5+5

- (a) Cargo Manifestation
- (b) Cargo Cooling.

(3)

5. AWB is a set of multiple copies presented as a single document. Discuss in detail. 10

*Unit-III*

6. Write a detailed note on handling of live animals by airlines. 10

7. Write detailed notes on wet cargo and CAN. 10

*Unit-IV*

8. How is acceptance of Cargo different from despatch of Cargo?

9. "PER" is a category and needs to be handled with special care." Discuss the statement in detail. 10

A

# ITS-3525

**M. T. A. (Semester-III) Examination, 2012**

**Tour Operation & Destination Management**

[MTA-308(d)]

*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. Expand and explain the following : 3×10=30
  - (a) STD
  - (b) F/D
  - (c) Y
  - (d) GSG
  - (e) Trfr

(2)

- (f) L/O
- (g) 2A
- (h) SGL
- (i) O/N
- (j) ABF.

*Unit-I*

- 2. Make a 5 nights/6 days itinerary based on 'Indian Cuisine' and work out the costing based on twin sharing basis. 10
- 3. Make a 5 nights / 6 days itinerary based on 'Traces of Lord Buddha' and work out the costing based on lone traveller basis. 10

*Unit-II*

- 4. What is an itinerary and what are the basic elements of an itinerary? Discuss in detail. 10
- 5. Write short notes on any two of the following: 5+5=10
  - (a) Passport
  - (b) Visa
  - (c) Restricted Areas in India.

(3)

*Unit-III*

- 6. What kind of tourists there can be under demand category? 10
- 7. Write is tourism and what does it mean to different people. 10

*Unit-IV*

- 8. Discuss in detail the phases of a tour. 10
- 9. Draw a flowchart to represent a Tailor-Made Tour & explain each step. 10



**A**

# **ITS-3527**

**B. B. A. (T) (Semester-I) Examination, 2012**

**SCIENCE OF TOURISM**

**(BTA-103)**

*Time Allowed : Three Hours*

*Maximum Marks : 70*

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

1. Write short notes on the following : 6×5=30
- (a) Grand tour
  - (b) Disposable income
  - (c) Domestic tourism
  - (d) Tourist
  - (e) Village tourism
  - (f) Attractions.

(2)

*Unit-I*

2. What are the historical elements in our Modern Tourism ? Explain. 10
3. Which are the main components of Tourism Industry and how they are important in modern tourism ? 10

*Unit-II*

4. Discuss the role of motivators in tourism and give the details of Robinson's classification of Tourism motivators. 10
5. Write short notes on the following : 10
- (a) Passport
- (b) VISA.

*Unit-III*

6. Discuss the economic significance of Tourism. 10

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(3)

7. Discuss the positive and negative impacts of Tourism on environment. 10

*Unit-IV*

8. How 'WTO' came into being and what are the main functions at WTO? 10
9. Write short notes on the following : 5×2= 10
- (a) FHRAI
- (b) ITDC.

ITS-3527-3-400

A

## ITS-3528

**B. B. A. (T) (Semester-I) Examination, 2012**

**Communicative English**

**(BTA-103)**

*Time Allowed : Three Hours*

*Maximum Marks : 70*

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

1. Attempt all parts (a, b, c, d & e):
  - (a) One word answers : 5
    - (i) What does it mean when we type an e-mail in all capitals?
    - (ii) What does it mean when we use red font colour in the e-mail?
    - (iii) Which is the preferred font colour for formal e-mails?
    - (iv) Should formal e-mails have emoticons and abbreviations?
    - (v) Should formal e-mails have short paragraphs with concise information?

(2)

- (b) Pick up the words mentioned below that best match the descriptions : 10

(Direct, ferry, seats, itinerary, economy, class, business class, roundtrip, flight, travel agent, destination, origin):

- (i) Travel plan/route
- (ii) Spaces for passengers to sit
- (iii) Non stop
- (iv) Better but more expensive travel condition
- (v) Company that arranges travel
- (vi) A boat that carries people and goods across a water body.
- (vii) Place set for the end of journey
- (viii) Cheap and less comfortable
- (ix) Aircraft making a journey
- (x) A trip from one place to another and back.

- (c) Fill in the blanks with appropriate prepositions : 5

- (i) Sam gets up \_\_\_\_\_ 7 AM every day.
- (ii) Have you seen the notice \_\_\_\_\_ the notice board?
- (iii) There is nobody \_\_\_\_\_ the room.
- (iv) Last evening we played \_\_\_\_\_ 5 pm \_\_\_\_\_ 9 pm.
- (v) We went to Paris \_\_\_\_\_ plane.

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(3)

- (d) Choose an appropriate adjective to fill in the blanks in the passage below : 5

- (i) My house is \_\_\_\_\_ than yours. (big)
- (ii) My city is \_\_\_\_\_ than yours. (beautiful)
- (iii) The weather is \_\_\_\_\_ today.
- (iv) The towel is \_\_\_\_\_.
- (v) My handwriting is \_\_\_\_\_ than yours. (good)

- (e) Pick the correct pronoun and fill in the blanks : 5

- (i) Ask \_\_\_\_\_ policeman for directions. (that, those)
- (ii) Ram and \_\_\_\_\_ went for a walk. (I, me)
- (iii) Meg and I live in the same house. \_\_\_\_\_ house is on the main road. (we, our)
- (iv) \_\_\_\_\_ tree is going to grow very tall. (These, This)
- (v) Ria is very intelligent. \_\_\_\_\_ is going to the examination. (she, her)

#### Unit-I

2. (a) Fill in the blanks with (a, an, the) in the conversation below : 5

Ben: I recently saw \_\_\_\_\_ very famous movie.

\_\_\_\_\_ name of \_\_\_\_\_ movie was Titanic.

Sam: There is \_\_\_\_\_ actress in \_\_\_\_\_ movie who became very famous. Do you know \_\_\_\_\_ name of \_\_\_\_\_ actress?

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(4)

Ben: Kate Winslet. This movie was a hit in  
\_\_\_\_\_ United States of America.

Sam: There is \_\_\_\_\_ good looking actor in  
the movie as well.

Ben: Leonardo DiCaprio. Do you know that  
it was \_\_\_\_\_ most luxurious ship in the  
world, at that time?

(b) Fill in the blanks with appropriate prepositions: 5

(i) They have been watching TV \_\_\_\_\_ two hours.

(ii) My family lives \_\_\_\_\_ India.

(iii) Christmas is celebrated \_\_\_\_\_ 25th of  
December.

(iv) Ben is waiting for his mother \_\_\_\_\_ the bus  
stop.

(v) I have been reading \_\_\_\_\_ 4 am today.

3. (a) Rewrite the following sentences in the tense  
specified: 5

(i) I travelled to London to visit the Queen of  
England. (Future tense)

(ii) I showed her my photograph album and  
stamp collection. (Future tense)

(iii) My mother and father are cooking dinner.  
(Past tense)

(iv) Meg was playing in the park.  
(Present tense)

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(5)

(v) I wanted to tell you about a problem.  
(Present tense)

(vi) I am going out. (Past tense)

(vii) Aryan is fond of soccer. (Past tense)

(viii) Ryan lived in Norway. (Present tense)

(ix) Polly sang a lovely song. (Future tense)

(x) Anna scores a perfect ten in all her  
examinations. (Past tense)

(b) Pick the correct pronoun and fill in the blanks :5

(i) Mohan is a computer engineer \_\_\_\_\_  
works for a software company. (he, his)

(ii) How many of \_\_\_\_\_ napkins here do  
you need? (these, this)

(iii) Ben and Meg have come to play with  
\_\_\_\_\_. (I, me)

(iv) Ram and Shyam are friends \_\_\_\_\_  
always play together. (us, they)

(v) Did you buy \_\_\_\_\_ grapes at the  
market? (that, those)

### Unit-II

4. Read the passage, then answer the questions that  
follow: 10

Many people who are looking to get a pet dog get a  
puppy. There are many reasons why people get

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(6)

puppies. After all, puppies are cute, friendly and playful. But even though puppies make good pets, there are good reasons why you should consider getting an adult dog instead.

When you get a puppy, you have to teach it how to behave. You have to make sure that the puppy is housebroken so that it does not go to the bathroom inside the house. You have to teach the puppy not to jump up on your guests or chew on your shoes. You have to train the puppy to walk on a leash. This is a lot of work.

On the other hand, when you get an adult dog, there is a good chance that it will already know how to do all of the previously mentioned things. Many adult dogs have already been housebroken. Many adult dogs will not jump on or chew things that you do not want them to jump on or chew. Many adult dogs will be able to walk on a leash without pulling you to the other side of the street.

Puppies also have a lot of energy and want to play all of the time. This can be fun, but you might not want to play as much as your puppy does. Puppies will not always sleep through the night or let you relax as you watch television.

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(7)

On the other hand, most adult dogs will wait on you to play. What is more, they will sleep when you are sleeping and are happy to watch television on the couch right beside you.

There is one last reason why you should get an adult dog instead of a puppy. When most people go to the pound to get a dog, they get a puppy. This means that many adult dogs spend a lot of time in the pound, and some never find good homes. So if you are looking to get a dog for a pet, you should think about getting an adult dog. They are good pets who need good homes.

**Questions :**

- (i) The author apparently thinks that puppies are :
  - (a) bad pets because they take too much work to own
  - (b) friendly, playful, and a lot of work
  - (c) not as cute as adult dogs
  - (d) not as playful as adult dogs.
  
- (ii) As used in paragraph 2, which is the best synonym for behave ?
  - (a) listen
  - (b) understand
  - (c) train
  - (d) act.

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(8)

- (iii) The main purpose of paragraph 2 is to explain how puppies :
- (a) are very immature
  - (b) do not make good pets
  - (c) can be very destructive
  - (d) are a lot of work.
- (iv) As used in paragraph 3, which is the best example of a dog that is housebroken ?
- (a) Spot goes outside to use the bathroom
  - (b) Rex always breaks things inside of the house
  - (c) Rover never jumps on guests
  - (d) Muffin chews on people's shoes.
- (v) According to the passage, why are adult dogs easier to take care of than puppies ?
- I. Puppies need to learn how to walk nicely on a leash.
  - II. Adult dogs have less energy than puppies do.
  - III. It is harder for adult dogs to find a home than it is for puppies.
- (a) I only
  - (b) I and II only
  - (c) II and III only
  - (d) I, II and III.

(9)

- (vi) Based on information in the passage, which of the following statements is false ?
- (a) Puppies have a lot of energy
  - (b) Puppies need a lot of attention
  - (c) Adult dogs do not like to play
  - (d) Adult dogs do not need eat very much.
- (vii) As used in paragraph 4, which is best synonym for relax ?
- (a) work
  - (b) leave
  - (c) play
  - (d) rest.
- (viii) The author begins paragraphs 3 and 5 with the phrase, "On the other hand." This phrase is used to :
- (a) highlight an example
  - (b) contrast previous information
  - (c) contradict a later statement
  - (d) support the upcoming paragraph.
- (ix) In the final paragraph, the author says, "many adult dogs spend a lot of time in the pound, and some never find good homes." Based on what you have read in the passage, why is this most likely the case ?

(10)

(a) People see adult dogs as unhappy and dangerous, while they see puppies as cute and friendly.

(b) People understand that most adult dogs still need to a lot of training before they understand how to behave properly.

(c) People think that puppies are cute and playful and do not always think about how much work it will take to train them.

(d) People do not want to get a dog that does not have much time left to live.

(x) Based on information in the passage, it can be understood that someone who owns a puppy must be :

- (a) strict
- (b) serious
- (c) careful
- (d) responsible.

5. Use the words below to fill in the blank spaces in the dialogue :

10

(Take, need, flight, time, help, airport, direct, check, seats, leave).

(11)

Agent: Cathay Pacific Airways. Can I \_\_\_\_\_ you?

Ani: Yes, I have a \_\_\_\_\_ from Tokyo to New York on Friday. Do you have any \_\_\_\_\_?

Agent: Let me see Yes. I have one on the 5 : 30 flight.

Ani: Five thirty! What's the check-in \_\_\_\_\_?

Agent: One hour economy. Thirty minutes business class. Will you \_\_\_\_\_ that?

Ani: No, I won't get to the \_\_\_\_\_ in time. When will the next flight \_\_\_\_\_?

Agent: There won't be another \_\_\_\_\_ flight on Friday. There will be one on Saturday at the same time.

Ani: Fine. I'll \_\_\_\_\_ that.

Agent: Just let me \_\_\_\_\_. Oh, I'm sorry, that flight's full.

Unit-III

- 6. (a) Write any 5 e-mail etiquettes. 5
- (b) Design your Curriculum Vitae. 5
- 7. (a) What is "flaming"? 2
- (b) XYZ Travel Company at New Delhi is inviting applications for internship/summer training from the college students. You write a Cover Letter applying for the same. 8



(12)

*Unit-IV*

8. Write an essay on "The Person I Admire The Most"  
(not exceeding 200 words). 10
9. Write an essay on "Tourism in India" (not exceeding  
200 words). 10

A

## ITS-3529

**B. B. A. (T) (First Semester) Examination, 2012**

**Destination Mapping (India)**

**(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. Draw the outline map of India and mark the capitals of the following states : 3×10=30
  - (i) Jammu & Kashmir
  - (ii) Orissa
  - (iii) West Bengal
  - (iv) Punjab
  - (v) Uttar Pradesh
  - (vi) Maharashtra
  - (vii) Rajasthan
  - (viii) Karnataka
  - (ix) Sikkim
  - (x) Goa.

(2)

*Unit-I*

2. Explain the terms weather and climate. Also explain the characteristics of climate associated with human comfort. 10
3. Write short notes on any five of the following : 2×5
- (a) Latitude
  - (b) Longitude
  - (c) Equinox
  - (d) Solstice
  - (e) International date line
  - (f) Geography.

*Unit-II*

4. Write short notes on any two of the following : 5×2
- (a) Onset of monsoon
  - (b) The cold weather season
  - (c) The south west monsoon season.
5. Write short notes on any two the following : 5×2
- (a) The coastal plains
  - (b) Indian desert
  - (c) The Islands.

(3)

*Unit- III*

6. Write the capitals of the following States : 10
- (a) Andhra Pradesh
  - (b) Haryana
  - (c) Gujarat
  - (d) Assam
  - (e) Uttranchal
  - (f) Nagaland
  - (g) Madhya Pradesh
  - (h) Jharkhand
  - (i) Himanchal Pradesh
  - (j) Tamil Nadu.
7. Write the airport codes of the following cities : 10
- (a) Bhuj
  - (b) Cochin
  - (c) Jammu
  - (d) Mangalore
  - (e) Pune
  - (f) Udaipur
  - (g) Leh
  - (h) Jorhat
  - (i) Vadadara
  - (j) Hyderabad.

(4)

*Unit-IV*

8. Draw the outline map of India and mark the following : 10

- (a) R. Ganga
- (b) Himalayas
- (c) R. Tapi
- (d) Khasi
- (e) R. Brahmaputra
- (f) Satpura
- (g) Great Indian Desert
- (h) Eastern Ghats
- (i) R. Indus
- (j) R. Krishna.

9. Write short notes on any five of the following : 2×5

- (a) Line symbols
- (b) Point symbols
- (c) Map
- (d) Area symbols
- (e) Written symbols
- (f) Cylindrical projection
- (g) Conical projection.

A

## ITS-3530

**B. B. A. (T) (Semester-I) Examination, 2012**

**BUSINESS AND COST ACCOUNTING 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 of the four Units. Simple calculators are allowed.

1. Write short notes on the following : 5×6
  - (a) Dual aspect concept
  - (b) Marginal costing
  - (c) Provision for depreciation
  - (d) Factory cost or work cost
  - (e) Convention of materiality
  - (f) Define goods.

*Unit-I*

2. Describe various types of accounts and rule of journal entries for them with the help of suitable examples. 10

(2)

3. Prepare a cash book of Minakshi trader with bank column and cash column for the month of June 2012, considering following information given below : 10

Date	Particulars	Amount
2012		(Rs.)
June 1	Balance of Cash in hand	400
	Cash at bank	8,000
	Fresh capital introduced in cash	6,000
June 2	Cash deposited into bank	5,000
June 4	Sold goods for cash	400
June 6	Received from Mohan	1,980
June 9	Electricity bill paid by cheque	2,110
June 11	Machinery purchased	1,200
June 14	Goods purchased from Ram for cash	2,000
June 17	Paid to Rajesh	490
June 19	Withdrew from bank for private use	400
June 21	Withdrew from bank for office use	600
June 22	Paid rent by cheque	200
June 26	Received from Paul	780
June 27	Received cheque from Pratap	390
June 29	Cheque received from Pratap sent to bank	
June 30	Deposited into bank	470
	Paid salaries	600

*Unit-II*

4. From the following particulars given in the trial balance and additional information in the books of ABCL enterprise. Prepare a Trading and Profit & Loss A/c for the year ended 31.3.2012 and a balance sheet as on date :

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(3)

Dabit Balance	Amount	Credit Balance	Amount
	(Rs.)		(Rs.)
Opening stock	2,500	Sales	10,000
Purchases	6,000	Purchase return	500
Advertisement	1,000	Capital	5,000
Wages	395	Bills payable	2,000
Salaries	765	Creditor	2,000
Bills receivable	1,200	Interest	165
Cash in hand	1,450	Commission	200
Debtors	3,795		
Carriage inward	325		
Discount	125		
Rent and taxes	300		
Insurance	150		
Printing and stationary	1,690		
Total	19,865		19,865

In addition, the following information is also given :

- (i) Closing stock as on 31.3.2012 is valued at Rs. 500
- (ii) Depreciate machinery @ 10% per annum. 10
5. Explain with the help of format profit and loss account and balance sheet. What are various importance of preparing profit and loss account and balance sheet for a firm? 10

*Unit-III*

6. For the production of commodity X consumption of cost is given below : 10

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(4)

Fixed cost           Rs. 80,000  
Variable Cost       Rs. 50 per unit

- (i) Calculate BEP in units and BEP sales.
- (ii) Quantity to be produced and sold for earning a profit of Rs. 2,000

Sales price is Rs. 100 per unit.

7. What do you understand by 'cost'? Explain various types cost in detail. 10

*Unit-IV*

8. The following figure related to a transporter. The vehicle runs on an average 40 km per hour. Compute total cost per running km of the vehicle : 10

Estimated life	1,50,000 km
Estimated annual kilometreage	6,000 km
Cost of vehicle	Rs. 8,00,000
Driver's wages for the month	Rs. 4,000
Garage rent per annum	Rs. 24,000
Insurance charges per annum	Rs. 8,000
Cost of petrol per litre	Rs. 75
Tyre and maintenance charges per km.	Rs. 2.5
Average run per litre of petrol	10 km
Road licence for the year	Rs. 5,000

9. What is a "Budget"? Explain different types of budget. 10

A

# ITS-3531

**B. B. A. (T) (Semester-I) Examination, 2012**

**(Old Course)**

**PRINCIPLES OF MANAGEMENT**

**(BTA-101)**

*Time Allowed : Three Hours*

*Maximum Marks : 70*

*Note:* Answer *Five* questions in all, including Question No. 1, which is compulsory. Attempt *one* question from each Unit.

1. Write short notes on any six of the following :  $6 \times 5 = 30$ 
  - (i) Top-down and Bottom-up Approach
  - (ii) Formal and Informal Groups
  - (iii) Strategy and Policy
  - (iv) Span of management
  - (v) Public employment agencies



(2)

- (vi) Oral Communication
- (vii) Opinion poll
- (viii) Decentralization.

*Unit-I*

- 2. What is the role of planning in management ? State some guidelines to make planning effective. 10
- 3. What do you understand by management of objectives ? What is its importance in the present-day organizational context ? 10

*Unit-II*

- 4. No delegation is complete without clear understanding of duties, authority and obligation. Discuss. 10
- 5. What do you understand by line and staff conflict ? How can they be removed ? 10

*Unit-III*

- 6. Point out the various sources of manpower recruitment. 10

(3)

- 7. Describe any two of the following : 5×2=10
  - (i) Maslow's need hierarchy theory
  - (ii) Downward communication
  - (iii) Theory X and theory Y
  - (iv) Managerial Grid theory.

*Unit-IV*

- 8. How would you define control and what are the behavioural implications of control ? 10
- 9. What do you mean by coordination ? What are the different techniques of effective coordination ? 10

A

## ITS-3532

**B. B. A. (T) (Semester-I) Examination, 2012**

**(Old Course)**

**Business Organization & Practice**

*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) Types of company
  - (b) Types of partner
  - (c) Classification of groups
  - (d) Office Systems
  - (e) Difference between Business, Profession and Employment.

(2)

*Unit-I*

2. Define business. What are its various characteristics? 10
3. Write in detail about scope of business. 10

*Unit-II*

4. What is 'Sole proprietorship' ? List its various features. 10
5. What are the merits and demerits of partnership form of organization? 10

*Unit-III*

6. What are 'formal' and 'informal' groups ? Enumerate their characteristics. 10
7. What do you understand by the term 'Committee' ? How can they be made more effective ? 10

*Unit-IV*

8. Differentiate between product business marketing and service business marketing. Use examples to illustrate your point. 10
9. Write an essay on intermediaries in the tourism sector. Discuss in detail the roles played by them. 10

**A**

## **ITS-3533**

**B. B. A. (T) (Semester-I) Examination, 2012**

**SCIENCE OF TOURISM**

**(Old Course)**

**(BTA-103)**

*Time Allowed : Three Hours*

*Maximum Marks : 70*

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

1. Write short notes on the following : 6×5=30
  - (a) Grand tour
  - (b) Yoga tourism
  - (c) Inbound tourism
  - (d) Seasonal tourism
  - (e) Traveller.

(2)

*Unit-I*

2. 'Peter's inventory helps us to understand tourist attractions'. Discuss the statement. 10
3. What is "Tourism" ? Which characteristics distinguish tourism from other sectors? 10

*Unit-II*

4. Discuss the term Visa and explain the types of Visa in detail. 10
5. Passport is a document to pass into another country. What are the different types of passports. 10

*Unit-III*

6. Write an essay on the positive and negative impacts of tourism on social and cultural fabric of the host society. 10

(3)

7. "Environmental dosage is the price we are paying for tourism". Agree or disagree with the statement and put forth your arguments explicitly. 10

*Unit-IV*

8. What does ICAO stand for ? What are its objectives and activities? 10
9. Write an essay on 'IATA'. 10

A

# ITS-3534

**B. B. A. (T) (Semester-I) Examination, 2012**

**(Old Course)**

**HRM IN TOURISM**

**(BTA-104)**

*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. Write short notes on the following terms :  $5 \times 6 = 30$ 
  - (a) Job description
  - (b) Work performance appraisal
  - (c) Preparing an evaluation plan
  - (d) Placement
  - (e) Incentive
  - (f) Manpower planning.

(2)

*Unit-I*

2. What are the three main objective of human resource planning? 10
3. Explain the conceptual issues of manpower planning. 10

*Unit-II*

4. Explain the process of recruitment in short. 10
5. What are the qualitative dimensions of Human Resources Planning? 10

*Unit-III*

6. What are the issues in managing people? 10
7. Explain some common assumptions about motivation. 10

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(3)

*Unit-IV*

8. What steps you will keep in mind while handling grievances? 10
9. What are the principles of salary formulation? 10

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A

## ITS-3535

**B. B. A. (T) (Semester-I) Examination, 2012**

**(Old Course)**

**MARKETING FUNDAMENTALS**

**(BTA-105)**

*Time Allowed : Three Hours*

*Maximum Marks : 50*

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

1. Write short notes on the following :  $10 \times 3 = 30$ 
  - (i) Production concept
  - (ii) Product
  - (iii) Human needs
  - (iv) Product mix
  - (v) Consumer
  - (vi) Value



(2)

- (vii) Personal selling
- (viii) Online shopping
- (ix) Difference between product and services
- (x) Satisfaction of customers.

*Unit-I*

- 2. Discuss various concepts of marketing in detail with suitable examples. 10
- 3. What is marketing information system? Discuss its role in today's marketing scenario. 10

*Unit-II*

- 4. Discuss various personal characteristics. Which can affect consumer behaviour. 10
- 5. Discuss buyer decision process with suitable example. 10

*Unit-III*

- 6. What is product life cycle? Discuss various stages of product life cycle in detail. 10
- 7. Publicity is one of the main causes to improve sales, why and how? 10

(3)

*Unit-IV*

- 8. What is marketing mix? Discuss the role of marketing mix in promotion of a product. 10
- 9. What is service marketing and how service marketing differs from marketing? 10

A

## ITS-3536

**B. B. A. (T) (Semester-I) Examination, 2012**

**(Old Course/Back Paper)**

**BUSINESS AND COST ACCOUNTING 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 of the four Units. Simple calculators are allowed.

1. Write short notes on the following :      5×6=30
  - (a) Liabilities and Assets
  - (b) Prepaid expenses
  - (c) Cost centres
  - (d) Separate entity concept
  - (e) Budgeting
  - (f) Convention of full disclosure.

*Unit-I*

2. Define accounting. Explain importance of accounting for various end users.      10

(2)

3. On 31.3.2010 the cash book of merchant showed a debit balance of Rs. 850 on comparing the cash book with pass book following discrepancies were noted :

- (i) Cheques issued for Rs. 400 but not presented for payment at the bank by 31.3.2012.
- (ii) Cheques for Rs. 600 were deposited in the bank but were not cleared.
- (iii) A cheque for Rs. 300 was deposited into bank but was not credited by bank in the same account.
- (iv) Rs. 100 was deposited by a customer directly into bank account.
- (v) The bank received interest on debentures Rs. 400 directly.
- (vi) A cheques for Rs. 350 was received from customer and deposited into bank but not entered in cash book.
- (vii) Bank paid Rs. 700 for insurance premium.
- (viii) Bank allowed Rs. 100 for interest and deducted Rs. 150 for cheque issue charges.

Prepare a bank reconciliation statement and show the balances as per Pass Book. 10

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(3)

*Unit-II*

4. From the following particulars given in the trial balance and additional information in the books of Damodar Bros. Prepare a Trading and Profit & Loss A/c for the year ended 31.3.2011 and a balance sheet as on date :

Particulars	Dr. Balance Amount (Rs.)	Cr. Balance Amount (Rs.)
Opening stock	5,000	
Purchases	25,000	
Capital		24,000
Sales		48,000
Purchase Returns		2,500
Commission		3,000
Sales Return	2,000	
Wages	4,000	
Advertising	6,000	
Office Expenses	3,000	
Salaries	8,000	
Furniture	6,000	
Machinery	12,000	
Drawings	6,500	
Debtors		
Creditors		7,000
Rent		2,500
Cash in hand	2,500	
Insurance Premium	1,500	
Printing and Stationary	5,500	
Total	87,000	87,000

Closing stock as on 31.3.2012 is valued at Rs. 5,000. 10

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(4)

5. Distinguish between trial balance and balance sheet. 10

*Unit-III*

6. From the following particulars prepare a cost sheet showing cost per ton of material X produced during the month of March 2012 :

	Rs.
Productive Wages	72,000
Administrative Expenses	12,000
Raw Material	36,000
Tax and Insurance-Factory	750
Depreciation	2,000
Factory Rent	1,500
Factory Repairs	3,000
Office Salaries	2,200
Administrative Expenses	3,800
Total tonnage produced in the month March 2012 was 10,000.	10

7. Explain various principles of cost accounting. 10

*Unit-IV*

8. Define 'budget' and 'budgeting'. Discuss its utility and limitations. 10
9. What is a "cost audit"? Differentiate cost audit from financial audit. 10

A

## ITS-3538

**B. B. A. (T) (Semester-III) Examination, 2012**

**Travel Agency Management**

**(BTA-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 the following :  $3 \times 10 = 30$ 
  - (i) Full Board
  - (ii) Indrail Pass
  - (iii) Website
  - (iv) Rail Guide (ORG)
  - (v) Palace on Wheels
  - (vi) Sky Track Technology
  - (vii) Inland Waterways
  - (viii) Tour Package

(2)

(ix) Hotels in India

(x) Cancellation Fee.

*Unit-I*

2. Discuss the history of Travel Agency and its role in Tourism business. 10
3. Discuss the services provided by a travel agency. 10

*Unit-II*

4. Why should a travel agency take IATA approval? Define the process of approval of Travel Agency. 10
5. Describe the important Travel Trade Organizations and the main Objectives of these Organization. 10

*Unit-III*

6. Explain the term C.R.S. and also explain any two International Central Reservation System. 10
7. What are the main attractions of Indian Railways, which promote International tourism. 10

*Unit-IV*

8. Define the Term Automation. Name some technologies which are useful in Travel Agency Automation. 10

ITS-3538

(3)

9. Write short notes on the following : 5×2=10

(a) Steamship Guide

(b) Airline Guide.

ITS-3538-3-400

A

## ITS-3539

**B.B.A. (T) (Semester-III) Examination, 2012**

**LANGUAGE-II (French)**

**(BTA-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. Répondez aux questions suivantes : 30
  - (i) Reconstituez les phrases :
    - (a) Monsieur/désolé/suis/je
    - (b) Servons/ne/pas/nous/d'alcool
    - (c) Complet/l'hôtel/est/madame
  - (ii) Que signifie : TVG; RER; SNCF en français
  - (iii) Construisez des phrases :
    - (a) avoir, un jus de tomate
    - (b) il y a, un taxi, en ce moment
    - (c) désolé, chambre, vouloir

(2)

- (iv) Faites des phrases négatives :
- (a) ne ..... plus
  - (b) ne .... jamais
  - (c) ne ..... personne
- (v) Construisez des phrases au comparatif :
- (a) Chennai, -grand, Mumbai
  - (b) l'autocar, + rapide, le train
  - (c) le channa masala, + épicé, le bhindi fry
- (vi) Nommez les fêtes religieuses en France?
- (vii) Qu'est-ce que c'est le 'chicken masala'?
- (viii) Dessinez un menu pour le déjeuner pour vos amis français.
- (ix) Conjuguez les verbes en futur :
- (a) Notre professeur \_\_\_\_\_ à l'aéroport. (Aller)
  - (b) Je \_\_\_\_\_ libre demain. (Être)
  - (c) Est-ce que vous \_\_\_\_\_ un. (Avoir)
- (x) Complétez les phrases avec 'bon, mieux, bien' :
- (a) Votre guide parle \_\_\_\_\_ français.
  - (b) Le film 'Three Idiots' est \_\_\_\_\_.
  - (c) Cette solution est \_\_\_\_\_ que l'autre.

ITS-3539

(3)

Unit-I

10

2. Conjuguez les verbes au passé composé; futur; futur proche; passé récent :
- (a) Elles (parler) le français.
  - (b) Vous (aller) au restaurant.
  - (c) Nous (prendre) du thé.
  - (d) Ils (finir) la leçon.
  - (e) Elle (venir) chez moi.
3. Complétez les phrases avec les, le, la, l' :
- (a) C'est un très bon hôtel, nous \_\_\_\_\_ recommandons à tous nos clients.
  - (b) C'est une soie très solide. Vous pouvez \_\_\_\_\_ laver.
  - (c) Le fort est très grand. Vous pouvez \_\_\_\_\_ à dos d'éléphant.
  - (d) C'est une agence très sérieuse. Vous pouvez \_\_\_\_\_ appeler de ma part.
  - (e) La salle du trône est en réparation. On ne peut pas \_\_\_\_\_ en ce moment.

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(4)

*Unit-II*

10

4. Vous êtes un guide à l'Agence «Paradis». Décrivez un hôtel de cinq étoiles aux touristes français, qui visitent votre hôtel pour la première fois. » (15 lignes)
5. Quels sont les activités vous conseillez aux touristes français de faire ou de ne pas faire pendant leur visite dans votre ville. (15 lignes)

*Unit-III*

10

6. Ecrivez un essai sur «La France—une destination touristique».
7. Ecrivez un essai sur «La cuisine Française».

*Unit-IV*

10

8. (a) Lisez le texte et répondez aux questions :
- : Je voudrais ma note, s'il vous plaît.
- : Je m'en occupe tout de suite, madame.  
(...)  
Comment est-ce que vous souhaitez régler?
- : Par carte.

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(5)

- : (...) Voilà, madame.
- : Merci. (...) S'il vous plaît, qu'est-ce que c'est, là?
- : Ce sont vos appels téléphoniques pour la France, madame.
- : Ah ! Combien coûte la minute?
- : 150 roupies, madame.
- : (...) D'accord. C'est char !
- : Si vous voulez bien signer ici, et là.  
(...) Voilà votre facture, votre reçu et votre carte.  
Merci. Au revoir et bon voyage, madame Legris.

(b) Répondez aux questions :

- (i) Où est la situation?
- (ii) Combien de personnes y a-t-il dans le dialogue?
- (iii) Qu'est-ce que la cliente voudrait-elle?
- (iv) Comment est-ce que la cliente voudrait payer son addition?
- (v) Est-ce que le caissier libre?

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( 6 )

9. (a) Traduisez le texte de Q. 8(a) en anglais.
- (b) Répondez aux questions :
- (i) Nommez la cliente?
  - (ii) Où est-ce que la cliente téléphone?
  - (iii) Quel est le prix d'un appel la minute?
  - (iv) Est-ce qu'un appel téléphonique cher on bon marché?
  - (v) Est-ce que le caissier donne un reçu à la cliente?

A

## ITS-3540

**B. B. A. (T) (Semester-III) Examination, 2012**

**LANGUAGE-II (German)**

**(BTA-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. Bitte ergänzen Sie: 30  
Das ist \_\_\_\_ Karte. Die Karte \_\_\_\_ 100 Rupien. Ich  
Kaufe \_\_\_\_.  
Herr Hartmann \_\_\_\_ Lehrer.  
Er ist zwanzig \_\_\_\_ alt. Fräulein Klein ist \_\_\_\_.  
Ich \_\_\_\_ Professor von Beruf. Ich \_\_\_\_ im  
Ausland. Ich spreche \_\_\_\_.  
Herr Weber ist \_\_\_\_ . Er ist sehr \_\_\_\_ und \_\_\_\_.  
Er Kommt \_\_\_\_ spanien.  
Wir \_\_\_\_ zu Haus. Wo \_\_\_\_ du ?

(2)

*Unit-I*

2. Bitte antworten Sie die Fragen : 10

- (a) Wer ist das ?
- (b) Sind Sie in Büro ?
- (c) Ist Herr Weber in Köin ?
- (d) Ist Frau Hartmann Lehrerin ?
- (e) Was ist Frau Ito ?
- (f) Kommen Sie aus Münchens ?
- (g) Arbeiten Sie in Frankfurt ?
- (h) Wieviel Kustet ein Flugkarte ?
- (i) Wie alt ist Ihr Vater ?
- (j) Bleiben Sie in Hotel ?

3. (a) Sind Sie Montag in Berlin ? 10

- (b) Was macht. Frau Weber ?
- (c) Haben Sie einen koffer ?
- (d) Wieviel Kustet Ihre Tasche
- (e) Brauchen Sie Pass ?
- (f) Wohnen Sie in der Hauptstadt ?
- (g) Haben Sie Weing Zeit ?
- (h) Wer ist Ausb ilder ?
- (i) Wie finden Sie Deutschland ?
- (j) Warum fliegen Sie nach Deutschland ?

(3)

*Unit-II*

4. Bitte übersetzen Sie ins Enlisch : 10

Expo ist eine Exportfirma. Sie exportient Maschinen und Apparate in viele Länder. Herr Hartmann ist ihr Chef. Er ist oft nicht da, sond err verreist Hier ist sein Büro. Fräulein Klein ist seine Sekretärin. Sie telefoniert, noftert und schreibt Brief.

Herr Meier ist Ingenieur. Herr Weber ist Techniker. Er arbertet oft in Ausland.

Viele leute Laben Samstag und Sonntag frei. Sie machen eines Ausflug order bleiben zes Haus. Sie sehen fern, lesen oder hören Musik.

5. Werner ist fünfzehn Jahre alt. Er lernt

Automechanik. Die Ausbildung dauert drei Jahre. Mit 18 Macht er eine Prüfung. Monika wird Lehrerin. Sie studiert Französisch. Das Studium dauert acht bis zehn semester. Dann macht Sie das Examen. Wolfgang studiert Jura. Ursula studirect Medizin.

Ich sehe Film am Wochenende. Ich bekomme Urlaub im Sommer. Die Reiseziele sind Italien und Spanien. 10

(4)

*Unit-III*

6. Bitle schreiben sie 20 Sätre über Indien. 10
7. Deutschland. 10

*Unit-IV*

8. Schreiben Sie ein Gespräch zinschen zwei Freunde.  
(20 Sätze). 10
9. Beschreirben Sie Ihr Institut (20 Sätze). 10

A

# ITS-3541

**B. B. A. (T) (Semester-III) Examination, 2012**

**Computer Application–II**

**(BTA-304)**

*Time Allowed : Three Hours*

*Maximum Marks : 35*

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

1. Write short notes on the following : 3×5=15
- (i) OLE Object
  - (ii) Motion path in PowerPoint
  - (iii) Relationship in database
  - (iv) Database
  - (v) Index key.

(2)

*Unit-I*

2. Write Shortcut Keys for following work (in MS Power-Point): 5
- (i) Perform the next animation or advance to the next slide (*when slide show is running*).
  - (ii) Goto Slide number (*when slide show is running*)
  - (iii) Goto the first next hyperlink on a slide (*when slide show is running*)
  - (iv) Select text or objects from one character to right
  - (v) Select more than one item in a window or on the desktop or select text in a document.

*Or*

3. Write all output of following keys: 1×5=5
- (i) Ctrl+Shift+G
  - (ii) Alt+U
  - (iii) Shift+F3
  - (iv) Ctrl+Shift+Plus Sign
  - (v) Ctrl-Shift+C.

*Unit-II*

4. What are the Data types in MS-Access ? Define all fields type in details. 5
5. How do make bitmaps and capture screen display well in slide show? 5

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(3)

*Unit-III*

6. How do you add a Video File to a PowerPoint ? Define all steps in details. 5
7. How to Rotate a shape, picture or Word Art in PowerPoint ? Define all steps. 5

*Unit-IV*

8. Write shortcuts/steps for following statement : 1×5=5
- (i) If you are not creating a bulleted list from an existing placeholder on a design template, or if you would like to add an additional bulleted list. Write all steps to create a new list : (In PowerPoint).
  - (ii) The colors of predesigned slide templates can be changed and a color scheme can be added to blank presentations. Explain how to add color schemes background images to slides.
  - (iii) To switch between edit mode and navigation mode (where the entire filed is selected and the insertion point is not visible).
  - (iv) Insert the data from the same field in the previous record.
  - (v) Insert the Text Box in Ppt.

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(4)

9. What is meaning of the Internet and world wide web (www) ? Explain their functions and uses. Do you think www and internet are same? If not, how does it differ? 5



A

## ITS-3542

**B.B.A.(T) (Semester-III) Examination, 2012**

**Destination Mapping (World)**

**(BTA-305)**

*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. Draw the world map and mark the following places/features on it : 20
  - (i) (a) Boston
  - (b) Mexico city
  - (c) Berlin
  - (d) Caracas
  - (e) Canberra
  - (f) Mt. Cascade

(2)

- (g) River Rhine
  - (h) Deccan Plateau
  - (i) Great Barrier reef
  - (j) Congo Basin.
- (ii) Write short notes on any two of the following : 5+5=10
- (a) Main geographical and politico-cultural sub divisions of Asia.
  - (b) Transportation network of Paris.
  - (c) Importance of Health Policy.

*Unit-I*

2. Write the capital of the following countries along with its currency : 1×10
- (a) Belgium
  - (b) Peru
  - (c) Russia
  - (d) Egypt
  - (e) SriLanka
  - (f) Canada
  - (g) Bangladesh
  - (h) Switzerland

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(3)

- (i) Thailand
  - (j) Newzeland.
3. Write the airport and its code located in the following cities : 1×10
- (a) Las Vegas
  - (b) London
  - (c) Madrid
  - (d) Tokyo
  - (e) Jakarta
  - (f) Karachi
  - (g) Buenos Aires
  - (h) Toronto
  - (i) Sydney
  - (j) Kathmandu.

*Unit-II*

4. Describe the climatic zones of Africa. 10
5. How many physical zones can North America be divided into on the basis of its physiography. Briefly write on each of these divisions. 10

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(4)

*Unit-III*

6. Write in brief about the popularity of the following places to tourists :  $2\frac{1}{2}\times 4$
- (a) London
  - (b) Rome
  - (c) New York city
  - (d) Amsterdam.
7. What is the scope of tourism in the South East Asian countries? Take the case of any one country of this region and discuss its avenues in tourism. 10

*Unit-IV*

8. Explain about the regulations relating to foreign travellers in India. 10
9. Discuss the visa formalities applicable for a tourist visiting USA. 10

A

# ITS-3542-A

**B. B. A. (T) (Semester-III) Examination, 2012**

**PERSONALITY ENHANCEMENT**

**(BTA-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. Write short notes on the following : 5×6=30
  - (a) Benefit of self knowledge
  - (b) Make people think in your way
  - (c) Interview dress code
  - (d) Efficiency and effectiveness are the same
  - (e) Keeping the time log
  - (f) The urgency/importance grid.

(2)

*Unit-I*

2. What are the ways to make people like you? 10
3. An introvert personality is good for global market ?  
Comment. 10

*Unit-II*

4. How will you create a positive first impression in an  
interview? 10
5. Why group discussion is important for an  
organization? 10

*Unit-III*

6. Why agenda is important for a meeting in an  
organization? 10
7. What are the two types of negotiation approach? 10

*Unit-IV*

8. Points to be remembered while selecting a venue for  
seminar? Discuss. 10

(3)

9. Write short note on the following: 10
- (a) Body language
- (b) Communication skills
- (c) Eye contact
- (d) Your posture and stance.

A

## ITS-3543

**B. B. A.(T) (Semester-V) Examination, 2012**

**CARGO MANAGEMENT**

**(BTA-501)**

*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 following message line by line, word by word : 10
- MAAAP9W MAAKF9W MAAFF8W  
BLRAP9W PNQAP9W.PNQAP9W  
K/A SOD/CGO  
AWB 80496415  
O/B 9W361/19NOV  
CNOR ANU DA  
CNEE SHREE KHAND  
PC/WT 01PC/04KGS  
CNTNTS DPXS

(2)

PCKNG C/B  
ABV MNTND PC NOT RCVD AT OUR  
END KNDLY CHK ALL PSSBL AREAS  
FR SME ND RVRT EVEN IF-VE  
REGDS VIVI

21NOV12 0931Z 21OCT12 0931Z\*7623

- (b) Change the above message for a "PRE ALERT" message for VULNERABLE CARGO loaded in compartment no 04, box no. 300. 10
- (c) Discuss GCR and CCR in "5" points each (only 5 points each). 10

*Unit-I*

2. M/s Rekha Enterprises wants to send Diva Rekha's Biopic printed in a newsmagazine from Mumbai to Chennai. The weight of one newszine is 500 gms. There are 3000 such newszine. The maximum a box can hold is 500. The dimensions of one box is 25×25×25 inches. The AWB charges are US\$ 8. X-Ray charges screening are 0.65/Kgs. X-Ray charges certification is 0.35/Kgs. The dollar is valued at 50 INR. The fuel charges are Rs. 7/Kgs. Service Tax is levied at

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AWB (Q. No. 4)

(3)

10%. FAC is US\$ 2 per AWB. TC charges is INR 0.60/Kgs. and TP charges is 0.40/Kgs. Mumbai Terminal Usage Charges (BOM TMNL charges) is US\$ 20 fixed per AWB. TC/TP charges are exempted for all published/printed material. Calculate the total cost involved in the transaction. Include no other charges which are not mentioned. 10

CODS	INR/Kgs
M	50.00
N	45.00
Q+45	40.00
Q+100	35.00
Q+250	30.00
Q+500	25.00

3. (a) Compute the check digit for the following through unweighted Modulus 7 digit application illustration for 1234567 $\underline{x}$ . 5
- (b) What will be the complete AWB number for an Indigo flight? 5

*Unit-II*

4. Complete the airway bill for Question No. 2. You will be marked on clarity and correctness of your entries. 10



(4)

5. Draw a cargo lable for "Indica Air" :
- (a) Fragile 5
  - (b) Dry Ice or Upside Down/This way up. 5

*Unit-III*

6. Write brief notes on CAN, Embargo, NOTOC, HOP and Formula for VAL? 10
7. Write just the full forms for the following abbreviations :
- (i) ACK
  - (ii) AGNT
  - (iii) CCA
  - (iv) IDG
  - (v) SOP
  - (vi) ULD
  - (vii) UTC
  - (viii) SHPR
  - (ix) ORGN
  - (x) CC.

*Unit-IV*

8. Discuss the dispatch and acceptance of cargo in detail. 10
9. Describe in detail : 10
- (a) Charges Correction Advice
  - (b) Charges on back to origin/recalled consignments.

**A**

# **ITS-3544**

**B. B. A. (T) (Semester-V) Examination, 2012**

**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 short answers on the following : 5 each
  - (a) What is transportation ? Explain the relation between tourism and transportation.
  - (b) What are the different modes of transportation employed in the tourism industry ? Explain briefly about each mode.
  - (c) What are the cultural impacts of transportation write a note.

(2)

- (d) What are car rental agencies ? Explain with examples.
- (e) Write a note on the evolution of road transport.
- (f) Write about any two luxury tourist trains of Indian railways.

*Unit-I*

- 2. Explain in detail the socio-economic implications of transportation. 10
- 3. Explain the significance of transportation in relation to tourism. Give examples to justify the increasing role of transport sector in tourism. 10

*Unit-II*

- 4. Explain briefly the status of surface transportation in the following continents : Asia, Europe, North America. 10
- 5. Write short notes on the following : 10
  - (a) AMTRAK
  - (b) EURAIL.

(3)

*Unit-III*

- 6. Explain in detail organisational structure of Indian railway. 10
- 7. Write a detailed note on Indian Rail pass. 10

*Unit-IV*

- 8. What are the advantages of road transport over other modes of transport ? Explain the significance of road transport from Indian perspective. 10
- 9. Explain the different categories of roads present in India. What are the responsibilities of 2 wings of Ministry of Road Transport and Highways, Government of India? 10

A

# ITS-3545

**B. B. A. (T) (Semester-V) Examination, Dec. 2012**

**TOUR OPERATION 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. Write short notes on any five of the following:  $6 \times 5 = 30$ 
  - (a) Cruise tourism
  - (b) Outbound tour operator
  - (c) Hotel confirmation voucher
  - (d) FIT
  - (e) Types of Visa
  - (f) Ground tour operator.

(2)

*Unit-I*

2. "A tour operator plays a vital role in travel and tourism trade." Explain it. 10
3. What are the guidelines given by Ministry of Tourism ?  
GOI to work as a approved tour operator. 10

*Unit-II*

4. What are the differences between FIT Packages and  
GIT packages ? 10
5. What are the new trends in package holidays ? 10

*Unit-III*

6. What are the documents required in day to day tour  
operation business ? Explain it. 10
7. Plan a 05 nights/06 day tour of any destination of your  
choice. Give the detailed itinerary and do the costing  
of tour with the help of following data. (Give per  
person costing on MAP Plan) :  
Accommodation on CP— ₹ 3,000 per room per night  
Transportation Charges— ₹ 18,000 per car for whole tour  
Supplementary Dinner Cost— ₹ 500 per meal per person  
Mark up— 10%. 10

(3)

*Unit-IV*

8. What do you understand by tourism marketing ?  
How you promote a holiday package in the potential  
market ? 10
9. Plan an itinerary of 07 nights/08 days for a family to  
any domestic tourism destination. 10

A

## ITS-3546

**B. B. A. (T) (Semester-V) Examination, 2012**

**Business Communication**

**(BTA-504)**

*Time Allowed : Three Hours*

*Maximum Marks : 70*

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

1. Write short notes on any ten of the following: 3×10
- (i) Definition of communication
  - (ii) Formal communication
  - (iii) Types of Grapevine
  - (iv) Consistency of Message
  - (v) Exit Interview
  - (vi) Communication network
  - (vii) Effective listening
  - (viii) Space distance or Proxemics

(2)

- (ix) Layout of a letter
- (x) Full blocked form of letter
- (xi) NOMA
- (xii) SWOT Analysis.

*Unit-I*

2. How is communication the lifeline of an organisations good health ? Give five reasons for choosing the oral mode of communication instead of the written form and how is conversation control important in oral communication. 10
3. What are the sociopsychological barriers to communication ? Constant. organizational effort is needed to overcome the barriers. Elaborate. 10

*Unit-II*

4. Business world must adopt new technologies for the cause of communication otherwise it will be difficult to survive in the competitive scenario. Discuss. 10
5. State the importance of audio-visual communication in business communication. 10

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(3)

*Unit-III*

6. Why are business etiquette rules called unwritten rules ? Describe business etiquettes rules with regard to telephone handling and introduction. 10
7. Answer the following :  
(a) Importance of Visual aids in presentation. 5  
(b) Types of interviews. 5

*Unit-IV*

8. With the help of formats describe the indented form, semindented form and hanging indented form of letter. 10
9. Describe the major parts of the letter text combination form of report writing. 10

ITS-3546-3-400

A

## ITS-3547

**B. B. A. (T) (Fifth Semester) Examination, 2012**

**Tourism and Hospitality Marketing**

**(BTA-505)**

*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 : 3×10=30
- (i) Demand
  - (ii) Drifters
  - (iii) Product
  - (iv) Decline phase of product life cycle
  - (v) Public Relation
  - (vi) Price



(2)

- (vii) Travel Agency
- (viii) Intangible products
- (ix) Destination
- (x) Motivation in tourism.

*Unit-I*

2. What is tourism marketing ? In what ways tourism marketing is different from marketing of other products? 10
3. What is Marketing Mix ? Discuss the role of marketing mix in tourism industry. 10

*Unit-II*

4. What is tourist typology ? Discuss any one of the tourist typology with suitable examples. 10
5. Write short notes on any two of the following :  $5 \times 2 = 10$ 
  - (a) Psychographic Segment
  - (b) Consumer Behaviour
  - (c) Demographic Segment.

(3)

*Unit-III*

6. Price plays an important role in promotion of any product, why and how ? 10
7. What is Travel Agency ? Discuss the role of travel agency in promoting tourism of any region. 10

*Unit-IV*

8. What is Public Relation ? Discuss the importance of public relation in tourism industry. 10
9. What are the various tools of public relation ? Discuss any one of them in detail in the context of tourism industry. 10

A

## ITS-3548

**B. B. A. (T) (Semester-V) Examination, 2012**

**Itinerary Planning Product Development & Costing**

**(BTA-506)**

*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. Expand and explain the following :  $3 \times 10 = 30$
- (a) ETA
  - (b) Trfr
  - (c) DFS
  - (d) FSG
  - (e) H/D

(2)

- (f) L/O
- (g) SL
- (h) TWN
- (i) O/N
- (j) FOC.

*Unit-I*

2. Make a 5 nights/6 days itinerary based on 'Temples of South India' and work out the costing based on twin sharing basis. 10
3. Make a 5 nights/6 days itinerary based on 'Ghats, Mosques, Churches and Monasteries in India' and work out the costing based on lone traveller basis. 10

*Unit-II*

4. What are the three basic elements of an itinerary ? Discuss in detail. 10
5. Write short notes on any two of the following :  $5 \times 2 = 10$ 
  - (a) Unusual Tourists
  - (b) Charters
  - (c) Mass Tourists.

(3)

*Unit-III*

6. What do you understand by Tourists' satisfactions and dissatisfactions ? Explain in detail. 10
7. Write an essay on any tourist destination of India. 10

*Unit-IV*

8. Discuss in detail the phases of a tour. 10
9. Draw a flowchart to represent a Readymade Tour and explain each step. 10

A

# ITS-3549

**B. B. A. (Semester-V) (OC/BP)**

**Examination, 2012**

**Management of Tour Operation and Tour Packing**

**(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. Expand and explain the following :
  - (a) IW
  - (b) AP
  - (c) F/D
  - (d) CC
  - (e) MAP
  - (f) O/NT
  - (g) ESG

(2)

- (h) CP
- (i) L/O
- (j) ETA.

*Unit-I*

- 2. What do you understand by "Restricted Areas"?  
10
- 3. What is IATO and what are its aims and objectives?  
10

*Unit-II*

- 4. What is an 'Itinerary'? Write in detail the objectives of Planning one.  
10
- 5. Plan a 5 nights/6 days itinerary based on 'Indian Dances'. Also work out per person cost on triple sharing basis.  
10

*Unit-III*

- 6. What are passports and write a detailed essay on Indian passport.  
10
- 7. What do you understand by "tourist satisfactions"? 10

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(3)

*Unit-IV*

- 8. Write short notes on the following: 10
  - (a) FOREX
  - (b) Mode of payments.
- 9. What do you understand by "medlick components"?  
Explain in detail. 10

ITS-3549-3-200

A

## **ITS-3550**

**B. B. A. (T) (Fifth Semester) (OC & BP)**

**Examination, 2012**

**Entrepreneurship Development in Tourism.**

**(BTA-402)**

*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.*

1. Write short notes on any six the following :  $5 \times 6 = 30$ 
  - (i) Importance of small scale enterprises
  - (ii) Advantages of company form of ownership
  - (iii) Fabian entrepreneur
  - (iv) Short-term loans
  - (v) NABARD.
  - (vi) Importance of technology
  - (vii) Give two definitions of entrepreneurship
  - (viii) Employment generation
  - (ix) Partnership.

(2)

*Unit-I*

2. Describe the various entrepreneurial functions. 10
3. 'Entrepreneurship is a powerful tool for job creation.'  
Explain this statement in the context of tourism. 10

*Unit-II*

4. Why is it important for the entrepreneur to assess the market ? What are the important aspects of market assessment ? 10
5. What is the scope and opportunity for development of small scale enterprises in tourism sector in Lucknow ? 10

*Unit-III*

6. Why are financial institutions important for entrepreneurs ? Write a detailed note on any one financial institution IDBI, SIDBI, IFCI or Export-Import Bank of India. 10
7. How does a business plan help the entrepreneur ? 10

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(3)

*Unit-IV*

8. What advantages do family businesses offer ?  
Describe. 10
9. Discuss the role of IFCI in the development of Tourism. 10

ITS-3550-3-200

A

# ITS-3551

B. B. A. (T) (Semester-V) (O/C & BP)

Examination, 2012

LEGAL ASPECT OF TOURISM

(BTA-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. Draft a charter for 'Tiger Tourism' in India. Use your learning of legal issues to provide a draft for healthy tiger tourism. Enumerate minimum of 10 points. 30

## *Unit-I*

2. 'Consumers are in safe hands when it comes to legal issues.' Discuss the statement in the light of acts in India. 10



3. With regards to packages consumer has a variety of choices, discuss the various tourism packages. Also describe the precautions/five details which should be looked for before buying a package. 10

*Unit-II*

4. What are the advantages and tax rebates along with financial incentives that tourism industry enjoy in India? 10
5. Discuss the freedoms of Air in detail (with diagrams). 10

*Unit-III*

6. What do you understand by 'Wildlife Protection Act'? Is it comprehensive enough? Discuss. 10
7. 'Are monuments of India safe under ASI? Write an essay discussing the acts involved? 10

*Unit-IV*

8. Discuss the Passport Act of India in detail. 10
9. What are the various 'VISAS' that a foreigner can avail to enter India? 10

A

## ITS-3552

B. B. A. (T) (Fifth Semester) (OC/BP)

Examination, 2012

Foreign Language -III

(French)

(BTA-404)

*Time Allowed : Three Hours*

*Maximum Marks : 70*

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

1. Répondez aux questions suivantes : 30
- (i) Complétez avec les prépositions (à, en, au) :
- (a) Je viens \_\_\_\_\_ Maroc.
- (b) Les enfants sont \_\_\_\_\_ au Canada.
- (c) Il y a des monuments historiques \_\_\_\_\_  
Inde.

(2)

- (ii) Construisez des phrases :
- (a) L'hôtel ; monsieur
  - (b) Non-climatisée ; chambre
  - (c) Je, aller, université.
- (iii) Nommez les apéritifs plus populaires en France ?
- (iv) Faites des phrases comparatives :
- (a) Chennai, (+) grand, Goa
  - (b) L'autocar, ( \_ ) confortable, le train
  - (c) Le rasgulla, le dessert indien, ( \_\_ ) sucre.
- (v) Ecrivez un petit essai sur 'Le fromage français'.  
(6-7 lignes)
- (vi) Dessinez un menu de diner pour votre touristes français ?
- (vii) Nommez trois villes de la France ?
- (viii) Ecrivez 5-6 lignes sur le pastis ?

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(3)

- (ix) Faites des phrases avec des mots :  
Quand, Combien de ; Quelle
- (x) Ecrivez une petite annonce de votre hôtel favori.  
(6 lignes)

*Unit-I*

10

2. Conjuguez les verbes au Futur Proche, passe récent :
- (a) Elles (pouvoir) parler le français.
  - (b) Vous (aller) au restaurant.
  - (c) Nous (jouer) du football.
  - (d) Ils (danser) le Rock.
  - (e) Elle (finir) la leçon.
3. Conjuguez les verbes au Futur, Passé composé :
- (a) Nous (être) à Paris.
  - (b) Ils (vouloir) aller en Italie.

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(4)

- (c) Vous (boire) du thé ?
- (d) Elles (venir) à l'aéroport.
- (e) Nous (manger) la glace.

*Unit-II*

10

- 4. Ecrivez un essai sur; 'Mon hôtel favori'. (10 lignes)
- 5. Ecrivez un essai sur 'Ma vile favorite'. (10 lignes)

*Unit-III*

10

- 6. <<Paris—une destination touristique>>.
- 7. Ecrivez - 'Les vins français'. (10 lignes)

*Unit-IV*

10

- 8. (a) Lisez le texte et répondez en anglais :  
Maître d'hôtel : Est-ce que vous avez choisi,  
messieurs dames ?  
Mme André : Oui, je vais prendre un butter  
chicken.

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(5)

M. André : Et moi, un seekh kebab.  
Qu'est-ce qu'on peut manger  
avec ça ?

Maître d' hôtel : Je vous suggère de prendre du  
nan.

M. André : Qu' est-ce que c'est le nan ?

Maître d' hôtel : C' est une sorte de pain, cuit  
dans le tandoor : un four  
C' est très bon.

(b) Répondez aux questions sur le texte :

- (i) Où se passe la scène ?
- (ii) Combien de personnes y a -t-il dans ce  
dialogue ?
- (iii) Qui sont les clients ?
- (iv) Qui veut manager le seekh kebab ?
- (v) Avec quoi, le client voudrait manger le  
seekh kebab ?

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(6)

9. (a) Traduisez le texte de la Q. No. 8(a) en anglais ?
- (b) Répondez aux questions :
- (i) Est-ce que M. Andre mange un butter chicken ?
  - (ii) Quel plat le Maître d' hôtel suggère a M. Andre de prendre ?
  - (iii) Qu' est-ce que c' est le nan ?
  - (iv) Est-ce que le nan un plat indien ?
  - (v) Comment est-ce qu' on cuit le 'nan' ?