

Mid-West University
Examinations Management Office
Surkhet, Nepal
Final Examination-2079
Bachelor of Travel and Tourism Management (BTTM)
Semester - I

Roll.No.....

Subject: Principles of Management
Full Marks: 100 Pass Marks: 50

Code: BTTM 411/311
Time: 3: 00 Hours

SECTION A: MULTIPLE CHOICE QUESTIONS (1 × 15 = 15 MARKS) / (TIME: 15 MINUTES)

Tick the *best* answers.

1. An organization has _____ people working together for common goal.
a. 1 or more
b. 2 or more
c. 5 or more
d. 10 or more
2. Middle level management is responsible to _____.
a. interprets plan
b. formulate plan
c. implements Plan
d. follow plan
3. An organization has a social responsibility towards _____.
a. tourist
b. government
c. temple
d. women
4. An employee motivation leads to _____.
a. conformance
b. goal achievement
c. reliability
d. vested interest
5. Globalization is a/an _____ to organization .
a. threat
b. opportunity
c. a& b
d. none of them
6. Total Quality Management (TQM) is _____.
a. a customer centered
b. a continuous process
c. the use of teams
d. all of them.
7. Management is _____ in nature.
a. universal
b. tangible
c. rigid
d. none of them
8. _____ is known as the father of scientific management.
a. Abraham Maslow
b. Henry Fayol
c. F W Taylor
d. Max Weber
9. _____ is one of the emerging concepts of management.
a. Wealth Management
b. Risk Management
c. Portfolio Management
d. Stress Management
10. _____ is one of the dimensions of quality.
a. Defective
b. Aesthetic
c. Effective
d. Synthetic
11. Employee resist to change because of _____.
a. fear of unknown
b. habit
c. security
d. all of them
12. Planning is _____ function of management.
a. preliminary
b. behavioral
c. secondary
d. informal

13. The external force of change is _____.
- a. goal
 - b. organizational climate
 - c. political
 - d. none of them
14. More technical skills are required by an/a _____.
- a. administrator
 - b. top level manager
 - c. middle level manager
 - d. lower level manager
15. Bureaucracy theory is suitable for _____.
- a. small size organization
 - b. large and complex organization
 - c. nonprofit organization
 - d. none of these

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SECTION B: SHORT ANSWER QUESTIONS (8 × 5 = 40 MARKS)

Answer any **EIGHT** questions:

1. Define the process of management. [5]
2. Define "Hawthorne effect". [5]
3. Write the advantage and disadvantage of globalization. [5]
4. Describe any time management tools. [5]
5. Define synergy with an example. [5]
6. Define Corporate Social Responsibility (CSR) with an example. [5]
7. Define X and Y theory of motivation [5]
8. Define autocratic leadership style. [5]
9. Define controlling . Describe its process. [1+4]
10. Define planning and its nature. [5]

SECTION C: LONG ANSWER QUESTIONS (3 × 10 = 30 MARKS)

Answer any **THREE** questions:

11. If you are working with any organization as a manager, visualize your role as per different levels of management. [10]
12. Define management. Describe the different levels of management with their roles & responsibilities . [3+7]
13. You have done good planning, organizing and staffing, however you are not able to get good support from your staff. Is there lacking something? Can you apply any theory to your organization for this? [10]
14. Changes in organization are inevitable, however it is not easy to apply. Discuss the factor that resists for change and also define how to overcome it. [10]
15. Quality service as well as quality product is now an organizational motto. Define the various dimension needs to be fulfilled to maintain quality in organization. [10]

SECTION D: CASE STUDY (15 MARKS)

16. Read the **case** given below and answer the following questions:

G&C fast food was started by Mr. Panta 15 years ago. It had bakery and fast food items. Because of low competition, he was able to increase its sales at a very high rate. By the end of the second year, he was producing at almost ninety percent capacity. Mr. Panta had already recovered his initial capital investment. He was himself the CEO of the company and had a staff of 15 people under him. Some skilled, a few semi-skilled and most unskilled to run day to day operations, he dealt with all matters related to cash and he firmly believed that cutting down the cost and wastages was major source of increasing profits. He implemented very strict supervision menthes and took all majordecision involving purchased and payments. But things had changed during the last five years. There was strong competition now with the presence of almost 50/60 other such fast food restaurants, most of the having well trained management and staff. It had now become very difficult for Mr. Panta to maintain the leading position in the market with more and more complaints pouring in about the quality of the food and irregularity in their delivery and availability. He had been incurring an operating loss for the last three years and thinking of laying-off his employees in order to save the business.

Based on the above case, answer the following questions:

- a. Comment on Mr Panta's Leadership Style. [5]
- b. What do you think of Mr Pant's next move of laying off employees to saye business? [5]
- c. What meansueres would you suggest to rescure Mr Panta's business? [5]

THE END

Mid-West University
Examinations Management Office
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Final Examination-2079
Bachelor of Travel and Tourism Management (BTTM)
Semester - I

Roll.No.....

Subject: Fundamentals of Tourism

Code: BTTM 312/412

Full Marks: 100 Pass Marks: 50

Time: 3: 00 Hours

SECTION A: MULTIPLE CHOICE QUESTIONS (1 × 15 = 15 MARKS) / (TIME: 15 MINUTES)

Tick the *best* answers.

1. Who is known as the father of tourism?
 - a. Thomas Atkinson
 - b. Albert Einstein
 - c. Thomas Cook
 - d. Charles Babbage
2. What does NARA stands for?
 - a. Nepal Agency of Rivers Agents.
 - b. Nepal Association of Rafting Agencies.
 - c. Nepal Airlines.Retail Agents.
 - d. National Association of Rafting Agents.
3. Buddha Air started its flight service on
 - a. 23rd April 1996
 - b. 16th May 1997
 - c. 10th April 1996
 - d. 17th May 1995
4. Where is known NTB located?
 - a. New Road
 - b. Baneshwor
 - c. Tripureshwor
 - d. None of the above
5. Lomanthang is a famous touristic destination of
 - a. Gandaki Province
 - b. Bagmati Pradesh
 - c. Lumbini Pradesh
 - d. Karnali Pradesh
6. The Neolithic Era is also known as the
 - a. Old Stone Age
 - b. New Stone Age
 - c. Modern Stone Age
 - d. None of the Above
7. Who is the current CEO of Nepal Tourism Board?
 - a. Srijana Rana
 - b. Dhananjay Regmi
 - c. Deepak Raj Joshi
 - d. Suman Pandey
8. Grand Tour was related to.....
 - a. African
 - b. Indians
 - c. Russian
 - d. Europeans
9. The rail transport was started in.....
 - a. 1800
 - b. 1789
 - c. 1879
 - d. 1830
10. In ancient time the travel route connecting China with Middle East & Europe is called
 - a. Far east route
 - b. Middle east route
 - c. Asia Minor Route
 - d. Silk route

11. IATA headquarter is in
 - a. Montreal, Canada
 - b. London, UK
 - c. Sydney, Australia
 - d. New York, USA
12. Airline seats are perishable product. That is because
 - a. seats of an aircraft cannot be sold by the Net
 - b. once the aircraft is airborne, the vacant seats mean a loss to the airline
 - c. the aircraft cannot travel safely over high seas.
 - d. none of these
13. What is the maximum allowable length of stay in destination before you cease to be counted as a tourist?
 - a. 1 month
 - b. 1 year
 - c. 6 month
 - d. 1 day
14. Corona virus was first detected in
 - a. Montreal, Canada
 - b. Wuhan, China
 - c. New Delhi, India
 - d. None of the above
15. Which one airline was recently crashed in Nepal?
 - a. Simrik Air
 - b. Saurya Airlines
 - c. Sita Air
 - d. Tara Air

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SECTION B: SHORT ANSWER QUESTIONS (8 × 5 = 40 MARKS)

Answer any **EIGHT** questions:

1. Define the concept of tourism with its different types. [5]
2. Define travel motivation. Mention the Push and Pull factors of tourism business. [5]
3. What are the economic impacts of tourism industry in Nepal? [5]
4. Explain the needs of skilled human resources in tourism industry. [5]
5. Explain, in detail about the grand tour. [5]
6. Write about the historical development of tourism in Nepal. [5]
7. What are the various sources of career information in tourism? [5]
8. How do global forces impact on future of tourism often the pandemic covid -19? Example [5]
9. Elucidate the various objectives & functions of MOCTCA. [5]
10. Write short note on: [2.5+2.5]
 - a. IATA
 - b. NARA SECTION

SECTION C: LONG ANSWER QUESTIONS (3 × 10 = 30 MARKS)

Answer any **THREE** questions:

11. Define tourist. 'Tourism industry is the combination of various components'. Explain [10]
12. What should be done for the development of tourism in Nepal? [10]
13. Personality has huge impacts on people & organizations. Justify this statement with the various attributes required for the tourism and hospitality Industry. [10]
14. What are the emerging trends of tourism in the 21st century? [10]
15. Though being rich naturally and culturally Nepal is not so much capable to achieve growth in tourism sectors. Elucidate the contribution of Nepalese Tourism Organizations for the upliftment of tourism industry. [10]

SECTION D: CASE STUDY (15 MARKS)

16. Read the case given below and answer the following questions:

Tourism is not exclusively an economic phenomenon; it also involves social, cultural, political and environmental aspects. It is therefore, important to realize that any assessment of tourism impacts should not only be concerned with the tangible economic effects such as revenue and foreign exchange earnings, but also with noneconomic and intangible effects, such as social and cultural ones. Social and cultural impacts of tourism are the ways in which tourism is contributing to changes in value systems, individual behavior, family relationships, collective life styles, moral conduct, creative expressions, traditional ceremonies and community organization. In other words they are the effects on the people of host communities of their direct and indirect associations with tourists. The socio-cultural effects of tourism are difficult to measure, and to a large extent are indirect, or even unknown. The majority of the studies undertaken until now in this area, were mainly concerned with understanding the social impacts on the host societies rather than the impacts on the tourists

themselves. In general, attitudes and perceptions of the host population vary on a continuous scale between negative, through no impact at all to positive.

Questions:

- a. Write about the major social and cultural impacts of tourism. [5]
- b. What should be done to minimize the impacts of tourism on society and culture? [5]
- c. How could social and cultural resources be prime tourist resources? Support your answer with best example. [5]

THE END

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Semester - I

Roll.No.....

Subject: Introduction to Hospitality Management
Full Marks: 100 Pass Marks: 50

Code: BTTM 313/413
Time: 3: 00 Hours

SECTION A: MULTIPLE CHOICE QUESTIONS (1 × 15 = 15 MARKS) / (TIME: 15 MINUTES)

Tick the *best* answers.

1. Simply, the refers a businesses and services linked to lodging and F&B service with guest satisfaction.
a. tourism industry
b. hotel industry
c. hospitality industry
d. service industry
2. Another aspect of the service industry involves the client or consumer, even if they are not physically present when the service is rendered.
a. User Participation
b. Lack of Ownership
c. Variability
d. Human Interaction
3. is an enterprise that administrates, through a unique management several hotels in different locations.
a. Private Hotel
b. Chain Hotel
c. Franchise Hotel
d. Independent Hotel
4. That catering to involve where priority over profit as its existence & customer satisfaction is
a. hotel catering
b. welfare catering
c. industrial catering
d. commercial catering
5. The types of organizational structures don't include
a. professional
b. divisional
c. flatarchy
d. matrix structures
6. Which one of the followings comes under functional department in hotel?
a. Guest Relation
b. Recruitment
c. Room Service
d. Engineering & Maintenance
7. Who is responsible for allocation of final budget & financial plan at hotel?
a. Sales & Marketing Manager
b. Departmental Heads
c. Procurement Manager
d. Financial Controller
8. Which one of the below restaurants may require you to dress up in accordance with the restaurant's dress code?
a. Fast Casual
b. Casual
c. None of them
d. Family Style

9. Match the following in the prospect of organizing for success & management in hotel
- | | |
|--------------|-------------------------------------------------------------------|
| a. Structure | i) Effective Interactions Between Individuals, Teams, and Leaders |
| b. Talent | ii) Skilled Individuals in the Right Roles |
| c. Behavior | iii) The Right Roles in the Right Places |
10. A form.(paper or electronic) used to take general information of an individual or guest during his/har booking is
- | | |
|----------------------------|--------------------|
| a. guest registration form | c.reservation form |
| b.guest folio | d.logbook |
11. The full form of GDS is
- | | |
|--------------------------------|------------------------------|
| a.Global Directive Solution | c.Global Distribution System |
| b.Global Distribution Solution | d.Global Directive System |
12. The type of ledger which is maintained to keep the up-to-date record of all charges incurred by the guest during their stay in the hotel is....
- | | |
|--------------------------|---------------------------|
| a.visitor tabular ledger | c.guest account statement |
| b.guest folio | d.logbook |
13. Individual accommodation/room with having a private area, pool attached with personalized facilities is
- | | |
|-----------------|-----------------|
| a.poolside room | c.villa |
| b.cabana room | d.infinity room |
14. The act of changing an organization's major functions with the goal of increasing efficiency, improving product quality, and/or decreasing costs is called
- | | |
|-------------------|-----------------|
| a.re-construction | c.re-formation |
| b.operation | d.reengineering |
15. is the ability of an individual or a group of individuals to influence and guide followers or other members of an organization.
- | | |
|--------------|-------------------|
| a.Management | c.Controlling |
| b.Leadership | d.Decision Making |

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Code: BTTM 313/413

Full Marks: 100 Pass Marks: 50

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You are required to answer in your own words as far as applicable. The figures in the margin indicate full marks.

SECTION B: SHORT ANSWER QUESTIONS (8 × 5 = 40 MARKS)

Answer any **EIGHT** questions:

1. "The hospitality industry refers to a variety of businesses and services linked to leisure and customer satisfaction." Justify. [5]
2. Define organization. How are hotel organizations different than general ones? [1+4]
3. What is catering industry? Explain its types & examples. [2+3]
4. Give the introduction to restaurants and its types. [5]
5. How can we do the reservation of hotel room. Discuss its process. [2+3]
6. What are the types of kitchens in hotel? List out the major function & duties of an executive chef. [2.5+2.5]
7. What is VTL? Differentiate between VTL & Guest Folios. [2+3]
8. Define hospitality management. Discuss the various tasks and management functioning at hotel. [2+3]
9. Explain the term leadership in hospitality industries. [5]
10. Write short notes on (any two) [2.5×2 = 5]
 - a. Map
 - b. Bell-Desk
 - c. Master Keys

SECTION C: LONG ANSWER QUESTIONS (3 × 10 = 30 MARKS)

Answer any **THREE** questions:

11. Define hospitality industry & its scopes. Explain the recent trend of growth on it. [5+5]
12. What is hotel? Discuss its types in various basis. [2+8]
13. Briefly discuss the various functional & operational departments of hotel. [10]
14. "Food & Beverage Service department is most profit generating department at the hotel." Explain with its departmental structure. [5+5]
15. What is menu & its types? Explain the different types F&B services found in hotels. [5+5]

SECTION D: CASE STUDY (15 MARKS)

16. Read a case given below and answer the following questions

Devyani International, under the umbrella of Ravi Kant Jaipuria's RJ Corp, here today announced the arrival of Pizza Hut & KFC restaurants here, marking the first multinational chain of restaurants coming to Nepal.

With the belief that consumers in Nepal are ready for international eating-out experience they have launched their first two outlets at Durbar Marg. As stated by the officials of R J Corp, Nepal is a promising market for these brands and their entry will give the Nepali economy a boost by creating job opportunities for locals. The opening of these two outlets would give Nepali consumers the first local experience of an international food chain. They have promised an upcoming rush of announcements and product launches that will make this an exciting time for consumers.

Couple of years ago, when I was back to Kathmandu on summer, KFC and pizza hut had just opened and it was the newest buzz in the capital, Kathmandu. There were pictures in the local newspaper of people lined up out the door to the sidewalk to get a taste of the "fancy" new chain that had just opened. Although, it was only 30 minutes away from where I living, I chose not to participate in it and promised myself that I would never eat in KFC when I am in Kathmandu.

For me, it was simple logic. I did not see the point in eating in a foreign chain restaurant when I could eat in local restaurants that are opened by Nepalese. It was a matter of supporting local restaurant business (and the food taste better and it's cheaper to eat in local restaurants). KFC did not last long and it was shut down last year. In a way, I was kind of happy due to shut down because I feel that there is no need for more foreign chain restaurant but rather investment in businesses that already exists in the country. KFC and pizza hut were only major fast food chains in Nepal. However, there are many "western" style food restaurant opened by locals.

- a. Which one do you prefer to among western food brand and a local restaurant? Justify it. [5]
- b. How can we encourage local restaurant to develop business in Nepal? [5]
- c. What could be the best strategy to open KFC outlet at Nepal? [5]

THE END

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Semester - I

Roll.No.....

Subject: English

Code: BTTM 314/414

Full Marks: 100 Pass Marks: 50

Time: 3: 00 Hours

SECTION A: MULTIPLE CHOICE QUESTIONS (1 × 15 = 15 MARKS) / (TIME: 15 MINUTES)

Tick the *best* answers.

1. Yama advised the Pandavas to go to
 - a. Kurukshetra
 - b. Pokhara
 - c. Matsya
 - d. Biratnagar
2. 'Defy the gods' is the central theme of
 - a. If not Higher
 - b. What is Intelligence, Anyway?
 - c. A 1996 Commencement Speech
 - d. Keeping Errors at Bay
3. When asked what he wanted to add cream or lemon to his tea, Feynman replied,
 - a. cream
 - b. lemon
 - c. nothing
 - d. both
4. A pensioned senior vet in 'Clock Tower' looks like
 - a. Ranipokhari
 - b. a fisherman
 - c. fishhook
 - d. clock tower
5. In 'The Stub-Book', Manuela is
 - a. a pumpkin
 - b. an inspector
 - c. name of a village
 - d. a marketplace
6. What is the 'great answer' to the riddle of life?
 - a. Righteousness
 - b. Success comes to those who never give up
 - c. Bliss of life
 - d. Supreme knowledge
7. is known as Mr Know All?
 - a. Mr Ramsay
 - b. Max Kelada
 - c. Maugham
 - d. Mrs Ramsay
8. The phrase 'dead habits' in 'Where the Mind is Without Fear' refers to
 - a. righteousness
 - b. supreme knowledge
 - c. outdated practices
 - d. race and religion
9. In what city does Nene live?
 - a. Lagos
 - b. Cairo
 - c. New York
 - d. Johannesburg
10. 'Ethics' was written by
 - a. Balkrishna Sama
 - b. Laxmi Prasad Devkota
 - c. DH Lawrence
 - d. Linda Pastan

11. Which one is not an adjective in 'The meat was white, pinkish and tender.'
- a. Meat
 - b. White
 - c. Pinkish
 - d. Tender
12. Sikre was than Khile about the trip.
- a. very excited
 - b. much excited
 - c. more excited
 - d. excited
13. The weather in the desert at night is that during the daytime. (cold)
- a. cold
 - b. much colder than
 - c. coldest
 - d. more colder
14. Pokhara remains a great tourist destination the fact that it lacks proper infrastructures.
- a. despite
 - b. because
 - c. despite of
 - d. in spite
15. What is the correct quantity expression in 'There are..... places where the sea level is rising.'
- a. a few
 - b. a little
 - c. much
 - d. very much

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Bachelor of Travel and Tourism Management (BTTM)
Semester - I

Subject: English

Code: BTTM 314/414

Full Marks: 100 Pass Marks: 50

Time: 3: 00 Hours

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SECTION B: SHORT ANSWER QUESTIONS (8 × 5 = 40 MARKS)

Answer any **EIGHT** questions:

1. Do you think that TV can be a good parent? Give a couple of reasons. [1+4]
2. What quality of Buddha does the brave little parrot possess? Explain. [5]
3. What is intelligence, anyway? Do you agree with Isaac Asimov that human beings cannot be placed on a one-dimensional intelligence scale that they are all made up of a unique mixer of intelligence and stupidity? [2+3]
4. What according to Russell are simple rules that help you keep silly errors at bay? [5]
5. Why did the narrator in 'Third Thoughts' think of sending some amount of the profit to the dealer? Explain briefly. [5]
6. In the poem 'Where the Mind is Without Fear', what changes does the poet desire for his country? [5]
7. The present we rejoice is the reward of our turbulent past. Do you agree? Refer to 'Then and Now: Finding my Voice' and express your opinion. [1+4]
8. What are the benefits of an arranged marriage, as discussed in 'Arranging a marriage in India'? [5]
9. How does the speaker respond to New Year in the poem 'New Year'? [5]
10. Why do you think the effort of the woman to impress the speaker in 'Piano' goes in vain? [5]

SECTION C: LONG ANSWER QUESTIONS (3 × 10 = 30 MARKS)

Answer any **THREE** questions:

11. What is the great answer to the riddle of life and how can we make it blissful? Write a short essay comparing the theme of 'The Great Answer' by Fulton Oursler and 'A Tale' by BP Koirala. [2+8]
12. Compare two tourist destinations of Nepal that attract tourists of similar interests. What features do you want to highlight about both of the destinations? Write an essay comparing the features that both of the destinations boast. [4+6]
13. Nepali youths' fascination with migration to the city and then to foreign countries has been significant practice these days. However, many of them are disillusioned with their dream of a prosperous future. Would there be any changes if they realize the incident in the story 'Telegram on the Table'? [10]
14. Bola in 'Life is Sweet at Kumansenu' talks with her dead son. Do you believe that one can communicate with the dead? Write a short essay on how the deceased family members are remembered or paid respect in your culture. [2+8]
15. How are the issues of ethnic and racial inequalities addressed in the story 'My Know All' and in the story 'Marriage is a Private Affair'? What role and responsibilities do you feel to stop such inequalities? [5+5]

SECTION D: CASE STUDY (15 MARKS)

16. Read the **case** given below and answer the following questions:

Pokhara can be made an ideal and one of the most preferred destinations because of its unique characteristics -- a combination of both nature and culture. On one side it possesses the paragon of natural beauty, on the other, it has preserved the complex assimilation of rich cultural diversities.

The greatest touristic aspect of Pokhara is the availability of multiple seasons throughout the year for all types of tourists.

It is only through the integrated effort which can transform the great potential of tourism in Pokhara for socio-economic transformation, development and thereby the achievement of peace, prosperity and societal stability. So far, Pokhara has not yet been able to draw enough attention from the state and the other main sectors of society to maximize its tourism potentials that ultimately enhance economic growth and contribute to socio-political stability and peace. However, achieving such a highly ambitious dream, requires proper tourism planning, the right development intervention, adequate resource allocation, building an independent, authoritative and responsive institutional framework, laying down conducive policy, facilitating regulatory provisions and application of voluntary and disciplinary commitment through indigenous codes of conduct.

Doubling the number of visitors, increasing the flow of tourists in the shoulder and lean seasons (e.g. monsoon and winter), increasing the average length of stay of tourists, spreading tourism flow to the surrounding area, increasing the per day expenses of tourists, properly re-spending the tourism based revenue and mainstreaming Pokhara in the pathway of responsible tourism in an integrated approach are undeniably the prioritized elements for the future of tourism in Pokhara.

The collective efforts of all stakeholders like the political decision-makers, planners, investors, government, tourism entrepreneurs, local people and researchers are vital at this stage to develop Pokhara as a prime tourism region, maximize the benefits and make tourism inclusive for all people and places.

Questions:

- a. What is the greatest touristic aspect of Pokhara? [5]
- b. What are the undeniably prioritized elements for the future of tourism in Pokhara? [5]
- c. What can we do to maximize the tourism potential of Pokhara? Share your opinions. [5]

THE END

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Bachelor of Travel and Tourism Management (BTTM)
Semester - I

Roll.No.....

Subject: Principles Of Marketing
Full Marks: 100 Pass Marks: 50

Code: BTTM 315/415
Time: 3: 00 Hours

SECTION A: MULTIPLE CHOICE QUESTIONS (1 × 15 = 15 MARKS) / (TIME: 15 MINUTES)

Tick the best answers.

1. Which one of the following concepts is not a type of marketing concept?
 - a. The production concept
 - b. The selling concept
 - c. The societal marketing concept
 - d. The supplier concept
2. Which one of the following mixes is not mentioned in marketing mix?
 - a. Product
 - b. Price
 - c. Place
 - d. Purchase
3. Internal record system is the component of :
 - a. buyer behavior
 - b. marketing information system
 - c. decision support system
 - d. all of the above
4. Marketing is important to :
 - a. organization
 - b. consumer
 - c. society
 - d. all of the above
5. Which one of the following stages does not involve in product life cycle?
 - a. introduction
 - b. maturity
 - c. growth
 - d. innovation
6. Segmentation of market means:
 - a. acquisition of market
 - b. merging of market
 - c. dividing total market into homogeneous market
 - d. none of the above
7. Product mix consists of-
 - a. a group of similar products
 - b. only single products
 - c. all components of a product
 - d. set of all products
8. Which one of the following concepts starts its activity from factory?
 - a. Production concept
 - b. Societal concept
 - c. Holistic concept
 - d. Marketing concept
9. Which one of the following concepts of marketing describes the requirement of quality in marketing?
 - a. The production concept
 - b. The selling concept
 - c. The product concept
 - d. None of the above

10. Which one of the followings does not include in components of promotion mix?
- a. Advertising
 - b. Sales promotion
 - c. Pricing
 - d. Personal selling
11. Which one of the following components is not included in components of physical distribution?
- a. Order Processing
 - b. Ware housing
 - c. Transportation
 - d. Wholesaler
12. The following one indicates the different levels of packaging:
- a. primary package
 - b. Secondary package
 - c. Shipping package
 - d. All of the above
13. Trade promotion is the method of
- a. promotion
 - b. sales promotion
 - c. personal selling
 - d. none of the above
14. Those products that are purchased by customer for conducting further business activities are known as:
- a. industrial product
 - b. consumer product
 - c. manufacturing product
 - d. none of the above
15. Product means-
- a. anything that satisfies the seller nee ls
 - b. anything that satisfies the customer needs
 - c. anything that fulfills the need of supplier
 - d. ll of the above

Mid-West University
Examinations Management Office
Surkhet, Nepal
Final Examination-2079
Bachelor of Travel and Tourism Management (BTTM)
Semester - I

Subject: Principles Of Marketing

Code: BTTM 315/415

Full Marks: 100 Pass Marks: 50

Time: 3: 00 Hours

You are required to answer in your own words as far as applicable. The figures in the margin indicate full marks.

SECTION B: SHORT ANSWER QUESTIONS (8 × 5 = 40 MARKS)

Answer any **EIGHT** questions:

1. Define marketing mix . Briefly describe the components of marketing mix. [1+4]
2. Write the requirements for one effective market segmentation [5]
3. Introduce the components of external environment. [5]
4. What are the steps involved in consumer buying process? Provide a brief description.
5. Identify the factors affecting industrial buying decision [5]
6. Write an introduction to interval record system. Why is this important? [4+1]
7. Define product .Describe the various levels of product using suitable examples. [1+4]
8. Discuss the factors affecting determinations of pricing.
9. What is distribution? Write down the objectives of distribution. [1+4]
10. Do you think advertising is really important for a business? Write with reasons.

SECTION C: LONG ANSWER QUESTIONS (3 × 10 = 30 MARKS)

Answer any **THREE** questions:

11. What do you mean by marketing? Discuss any two concepts of marketing. [3+7=10]
12. Define market segmentation. If you are a marketing manager, what variables do you use to segment the consumer markets? [3+7=10]
13. Explain the channel structure for consumer products [10]
14. Discuss the factors affecting consumer buying decision [10]
15. Explain the different methods of sales promotion for consumer and trader. [10]

SECTION D: CASE STUDY (15 MARKS)

16. Read the **case** given below and answer the following questions:

The marketing manager of Cool Corporation was wondering about the marketing strategy for a new brand of air-conditioner that his company was shortly going to introduce. The model of the air-conditioner, he knew, had been tested successfully for its technical qualities and service. He felt that he did not know enough about the prospective buyers of air-conditioners.

Cool Corporation had been manufacturing and marketing household refrigerators for the last twenty years. The company was a market leader in the refrigerator field. Over the years, the company had built up a large network of sales, distribution and service facilities. The company also enjoyed a good reputation for service. The company had added deep freezers to its product line five years ago. The market for these was, however, largely institutional, the marketers of ice cream and soft drinks being the primary customers.

The R &D department had successfully developed an air-conditioner, which was found to be efficient in terms of both, cooling power as well as energy consumption. The cost structure was such that the product could be competitively priced.

The marketing manager wanted to first introduce the product in a few cities and extend it elsewhere. However, in order to formulate the marketing strategy, the marketing manager felt he needed to know about the customer purchasing decision process. Therefore the research group was asked to submit their findings and recommendations.

Questions:

- a. Who are the buyers of air-conditioners? [5]
- b. Identify the elements of a buyer behavior in the above case. [5]
- c. Who are the key actors in making purchase decision? [5]

THE END

Mid-West University
Examinations Management Office
Surkhet, Nepal
Final Examination-2079
Bachelor of Travel and Tourism Management (BTTM)
Semester - I

Roll.No.....

Subject: Travel Service Operation Management I
Full Marks: 100 Pass Marks: 50

Code: BTTM 316/416
Time: 3: 00 Hours

SECTION A: MULTIPLE CHOICE QUESTIONS (1 × 15 = 15 MARKS) / (TIME: 15 MINUTES)

Tick the best answers.

1. NMA in Nepalese tourism stands for __.
a. Nepalese Mountain Areas
b. Nepal Mountaineering Association
c. Nepal Multilingual Associations
d. Nepal Medical Association
2. There areclasses of river according to rapids for rafting.
a. five
b. four
c. three
d. six
3. The slogan for Visit Nepal 2020 was for __.
a. Nepal of nature
b. Lifetime experiences
c. Once is not enough
d. All of the above
4. Frontier formalities include __.
a. immigration formalities
b. medical clearance
c. custom Formalities
d. all of the above
5. The first commercial rafting trip in the rivers of Nepal was started in the year __.
a. 1980
b. 1976
c. 1974
d. 1978
6. The Symbiotic Tourism products include __.
a. water based
b. arial based
c. land based
d. all of them
7. Transfer Procedure comprises of __.
a. arrival transfer
b. transit
c. departure transfer
d. rrival and departure both
8. A wholesaler who sells package tours is called a __.
a. travel Agent
b. travel Agency
c. tour Operator
d. none of the above
9. POSD stands for __.
a. point of service delivery
b. point of sales duration
c. point of special days
d. none of these
10. It is common method of giving discounts from the daily quoted prices in order to close bookings.
a. per unit pricing
b. last minute pricing
c. seasonal pricing
d. rack rate pricing
11. The main purpose of travel and tourism can be __.
a. business
b. pilgrimage
c. pleasure
d. all of these
12. Who is known as the father of travel agency business?
a. Thomas Cook
b. Jeena & Co.
c. Lee and Muirhead
d. Cox and Kings

13. ___ policy facilitates hassle free holidays to international arrivals in the country.
- a. Passport on Arrival
 - b. Visa on Arrival
 - c. Currency on Arrival
 - d. Currency Exchange
14. Which one of the followings is incorrect in international standard time?
- a. 11:30
 - b. 12;30
 - c. 1230 AM
 - d. all of them
15. Service Voucher works as ___.
- a. an assurance of payment
 - b. a discount coupon
 - c. a reservation request
 - d. a permit to visit heritage site

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You are required to answer in your own words as far as applicable. The figures in the margin indicate full marks.

SECTION B: SHORT ANSWER QUESTIONS (8 × 5 = 40 MARKS)

Answer any **EIGHT** questions:

1. Differentiate between GIT and FIT. [5]
2. Define travel agency. Explain the benefit of travel agency. [5]
3. What are the various modes of transportations? What are the various types of vehicles used in land transportation? [5]
4. What is meant by tour itinerary? Explain the various types of itinerary. [5]
5. Write about the growth and present position of tourism in context of Nepal. [5]
6. What is altitude sickness? Explain its types along with symptoms. [5]
7. Why is Thomas Cook called the 'father of tourism'? [5]
8. What is tour package and its important role for tourism business. [5]
9. Explain the equipment used in rafting that also works as safety gears. [5]
10. Explain the various types of seasons in tourism with special focus on trekking. [5]

SECTION C: LONG ANSWER QUESTIONS (3 × 10 = 30 MARKS)

Answer any **THREE** questions:

11. How can we start travel agency in Nepal? [10]
12. What is tourism? Explain the various categorizations of tourism products with relevant examples. [10]
13. What do frontier formalities refer to? Explain the various formalities in detail. [10]
14. Explain with a clear diagram on how travel agency works. [10]
15. 'Travel is one form of learning'. Justify the statement with your experience. [10]

SECTION D: CASE STUDY (15 MARKS)

16. Read a case given below and answer the following questions:

Kathmandu Environmental Education Project, Nepal

The Kathmandu Environmental Education Project (KEEP) is a non-government organization whose principal aim is to educate travellers in Nepal so as to minimize their environmental and cultural impacts. KEEP was established in 1991 in memory of a British climber who was killed in an accident while on a climbing trip to Mount Imja Tse in the Khumbu district of Nepal. The headquarters of KEEP are in the UK and its patron is Lord Hunt, leader of the expedition that led to the first successful ascent of Mt Everest. KEEP's principal operating office is in the Thamel area of Kathmandu, the capital city of Nepal. The Thamel area is one of the principal areas for trekkers, rafters, backpackers and other adventure tourists.

visiting Nepal, with a high density of tourist hotels, restaurants, shops and trekking agencies. KEEP's underlying philosophy is that, while tourism is a vital component of Nepal's economy, the impacts of tourism must be recognized and managed in order to protect the environment of the Himalayas and the culture of its peoples. KEEP operates a Travellers Information Centre, where visitors can obtain maps, trekking guidelines and other information. The centre contains a library of resources of Nepal's culture and environment and logbooks for major treks, such as Annapurna, Khumba and Langtang. Free weekly lectures and slide shows are offered at the centre during the principal trekking season, covering issues

such as acute mountain sickness and other safety issues and the principles and practice of ecotourism (KEEP, 2002). KEEP also assists in offering first-aid and environmental training workshops for staff of trekking agencies. KEEP has also initiated a number of small-scale practical conservation and training projects. In November 2000, for example, KEEP ran a community development project in the village of Shermantang, a community of 800 people at around 2700 m, providing training for trekking guides, porters and cooks. In March 2001, it ran a course on female outdoor leadership, in conjunction with the Nepal Mountain Association and EcoHimal Austria (KEEP, 2002). It also provides volunteer opportunities through an international schools conservation programme, and maintains international links in line with its overall mandate, 'sustainable development through sustainable tourism'.

Questions:

- a. What are the objectives behind the establishment of KEEP? [5]
- b. What are the various activities that KEEP does for the benefits of mountain community? [5]
- c. If you were appointed as a CEO of KEEP, what additional activities would you have done for the trekking guides and porters, and how? [5]

THE END