

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

Roll.No.....

Subject: Language II (Chinese)
Full Marks: 100 Pass Marks: 50

Course Code: BTM 431/331A
Time: 3: 00 Hours

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

Tick the best answers.

- How to say It doesn't matter in Chinese?
a. 不客气 (Bùkèqi)
b. 对不起 (duibuqi),
c. 不用谢 (Bùyòngxiè)
d. 没关系 (Méiguānxi)
- Meaning of 我叫 (wǒ jiào)
a. How are you?
b. Where is
c. My name is
d. You're welcome
- Meaning of 我喜欢 (wǒ xǐhuān) in English.
a. I do not want
b. I like
c. I have
d. I need to
- How to say Coca cola in Chinese?
a. 咖啡 (kāfēi)
b. 可乐 (kě lè)
c. 啤酒 (pí jiǔ)
d. 水 (shuǐ)
- What is the meaning of 我听不懂 (wǒ tīngbùdǒng)?
a. I do not understand
b. Hello what you say
c. Are you busy
d. I'm sorry
- Coffee Shop in Chinese
a. 机场 (jīchǎng)
b. 咖啡馆 (kāfēiguǎn)
c. 酒店 (jiǔ diàn)
d. 餐厅 (cān tīng)
- What is the meaning of 对不起 (duibuqi)?
a. Where are you?
b. It's Ok
c. I am sorry
d. It is right
- How to say Beer in Chinese?
a. 水 (shuǐ)
b. 可乐 (kě lè)
c. 咖啡 (kāfēi)
d. 啤酒 (píjiǔ)
- How to say Right side in Chinese?
a. 右边 (yòubiān)
b. 直 (zhí)
c. 向后 (xiàng hòu)
d. 左边 (zuǒbiān)
- How to say Coffee in Chinese?
a. 水 (shuǐ)
b. 可乐 (kě lè)
c. 啤酒 (pí jiǔ)
d. 咖啡 (kāfēi)

11. How to say Airplane in Chinese?

- a. 火车 (huǒchē)
- b. 车 (chē)

12. How to say Chicken meat in Chinese?

- a. 牛肉 (niúròu)
- b. 鸡肉 (jī ròu)

13. Meaning of 在哪里 (zàinǎlǐ)

- a. Please
- b. I'm from

14. How to Say Train station in Chinese?

- a. 机场 (jīchǎng)
- b. 公交车 (gōngjiāochē)

15. How many Initial sounds are there in Chinese Pinyin?

- a. 10
- b. 11

c. 飞机 (fēijī)

d. 公共汽车 (gōnggòngqìchē)

c. 米饭 (mǐ fàn)

d. 面条 (miàntiáo)

c. You're welcome

d. Where is/at

c. 火车站" (huǒchēzhàn)

d. 酒店 (jiǔ diàn)

c. 12

d. 21

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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:

- Please Translate the Sentences into English.
 - 那是什么? (nàshìshén me?)
 - 你今天忙不忙? (nǐjīntiānmángbùmáng?)
 - 欢迎你我家 (huānyíngnǐwǒjiā).
 - 尼泊尔的天气不太冷 (nǐbōěr de tiānqìbùtài lěng).
 - 你喜欢徒步旅行吗? (nǐxǐhuāntúbùlǚxíng ma?)
- Please write about you, your Family member occupation, learning Chinese language in Chinese Pinyin.
- Make the sentences of the following English words in Chinese Pinyin.
 - Passport
 - visa
 - French
 - Weekend
 - Rest
- Write the English meaning of given Chinese Pinyin word.
 - róngyi (容易)
 - gǒu (狗)
 - tóu (头)
 - diū (丢)
 - yǔfǎ (语法)
- Fill in the Gap (lái, hē, qiánbāo, chī, shì, kàn)
 - Wǒmenqù -----diànyǐngba !
 - wèi, nǐ de ----- zàinǎlǐ ?
 - jīntiānwǒxiǎng -----niúnaǐ.
 - d. nǐ ----- yào le ma?
 - e. Wǒyǒujǐ -----.
- Write the Chinese character of the given Number.
 - 569
 - 49
 - 9812
 - 24396
 - 4789
- Write the Chinese Character of given English word.
 - Book
 - Morning
 - Come
 - Birthday
 - Hill/Mountain
- Write the Opposite word of Given pinyin word in Chinese Pinyin.
 - 夏天 (xiàtiān)
 - 不舒服 (bùshūfu)
 - 长 (cháng)
 - 春天 (chūntiān)
 - 去 (qù)
- Write the week & month name in Chinese Pinyin.
- Use the measure word and number to fill the gap.
 - Tānmáile ----- shū. (4)
 - Zhèshì ----- fēijīpiào. (8)
 - wǒyǒu ----- péngyǒu. (3)
 - d. lǎoshīhē ----- kāfēi. (5)
 - e. zuótiānnǐhē le ----- pǐjiǔ. (6)

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

Answer any **THREE** questions:

- Write the Pinyin of the given sentences.
 - 你好, 妈妈, 哥哥你们好吗?
 - 现在早上七点。
 - 明天是星期几?
 - 你爸爸叫什么名字?
 - 他住在哪里?

12. Translate into Chinese pinyin.
- a. Today I have fever and catch common cold.
 - b. His father is not a doctor
 - c. You want to watch a movie?
 - d. What are your hobbies?
 - e. I do not understand what you say.
13. Write the number 0-100 in Chinese Character and Pinyin.
14. Make the sentences of the given word in pinyin & translate into English.
- a. (现在)Xiànzài
 - b. 游泳(yóuyǒng)
 - c. 新年(xīnnián)
 - d. 同学(tóngxué)
 - e. 交通(jiāotōng)
 - f. cānguān(复习)
 - g. 窗户(chuānghù)
 - h. 雪(xuě)
 - i. 蛋糕(dàngāo)
 - j. 句子(jùzi)
15. Write the conversation talking about hobbies and learning language.

SECTION D: CASE STUDY (15 MARKS)

16. Explain the picture (Make the sentences using the given word/activities) in Chinese Pinyin.

Daily Routines <small>Richáng guīlǜ</small> 日常规律		
 Qǐchuáng Get up 起床	 Xǐliǎn 洗脸 Shuāyá 刷牙 wash face and brush teeth	 Chuān yī 穿衣 Get dressed
 Chī zǎocān have breakfast 吃早餐	 Shàngxué 上学 go to school	 Shàngkè have class 上课
 Huí jiā go home 回家	 Chī wǔfàn have lunch 吃午饭	 Kàn diànshì watch TV 看电视
 Zuò jiātíng zuòyè 做家庭作业 do homework	 Wán diànnǎo yóuxì 玩电脑游戏 play computer game	 Tī zúqiú 踢足球 play soccer
 Chī wǎnfàn 吃晚饭 have dinner	 Xǐzǎo 洗澡 take bath	 Shuìjiào 睡觉 go to bed

THE END

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Surkhet, Nepal
Final Examination-2079
Bachelor of Travel and Tourism Management (BTTM)
Semester - III

Roll.No.....

Subject: Language II (French)
Full Marks: 100 Pass Marks: 50

Course Code: BTTM 431B/331B
Time: 3: 00 Hours

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

Tick the best answers.

1. Cent mille
a. 100000
b. 200000
c. 300000
d. 400000
2. Vingt cinq mille
a. 25000
b. 35000
c. 15000
d. 45000.
3. 3ème
a. deuxième
b. troisième
c. cinquième
d. sixième
4. Il (s'appeler) Kapil.
a. s'appelles
b. s'appelle
c. appelez
d. appelons
5. Il (se laver) toujours.
a. se lavent
b. me lave
c. se lave
d. lavons
6. On (se coucher) tard.
a. se couche
b. me couches
c. te couches
d. couchez
7. Vous faites vos devoirs?
a. avez fait
b. avons fait
c. as fait
d. ont fait
8. Elle finit son travail.
a. avez fini
b. avons fini
c. ont fini
d. a fin
9. Je prends mon déjeuner à 12 h.
a. j'ai pris
b. ont pris
c. as pris
d. avez pris
10. Je lis le journal anglais.
a. ont lu
b. as lu
c. j'ai lu
d. avez lu
11. Il parle trois langues.
a. parlerai
b. parlera
c. parles
d. parlez

12. Sita mange le chocolat.

a. mangera

b. mangerons

c. mangerai

d. mangerez

13. Je voyage en France.

a. voyageons

b. voyagerai

c. voyagerez

d. voyageront

14. Elle part très tôt.

a. vas partir

b. vais partir

c. va partir

d. vont partir

15. Vous regardez le match.

a. allons regarder

b. allez regarder

c. vais regarder

d. vont regarder

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

Answer any **EIGHT** questions:

1. Ecrivez les nombres suivants en lettres. Write the following numbers in letter.

- | | | |
|----------|----------|----------|
| a. 1565 | e. 80888 | i. 42390 |
| b. 1703 | f. 10000 | j. 7018 |
| c. 15000 | g. 6800 | |
| d. 3200 | h. 60670 | |

2. Ecrivez les ordinaux nombres. Write the ordinary numbers.

- | | | |
|---------|----------|---------|
| a. 1er | e. 11ème | i. 2ème |
| b. 3ème | f. 9ème | j. 4ème |
| c. 6ème | g. 12ème | |
| d. 8ème | h. 7ème | |

3. Mettez les verbes à la forme qui convient. Put the verbs into suitable form.

- Il (s'appeler) Kapil.
- Elle (se laver) toujours.
- Je (se réveiller) à 5h15.
- Nous (se lever) très tôt le matin.
- On (se coucher) tard.
- Ils (se promener) tous les soirs.
- Nous (se réveiller) à 5h00.
- Je (se laver) tous les matins.
- Elle (se coucher) très tard.
- On (se promener) toujours.

4. Ecrivez ces phrases au passé composé

- | | |
|------------------------------------|-------------------------------------|
| a. Il écoute la radio. | f. Vous faites vos devoirs? |
| b. Mes parents habitent au Canada. | g. On visite Paris. |
| c. Il va à la banque. | h. Je travaille à l'agence de trek. |
| d. Elle finit son travail. | i. Nous achetons des pommes. |
| e. Je prends mon déjeuner à 12 h. | j. Je lis le journal anglais. |

5. Changez les phrases au futur simple. Change the sentences in to future simple ones.

- | | |
|-------------------------------|----------------------------|
| a. Il parle trois langues. | f. Je voyage en France. |
| b. Nous avons une voiture. | g. Elle visite le Japon. |
| c. Il est médecin. | h. Je vais au Canada. |
| d. Lili mange le Chocolat. | i. Il arrive à l'aéroport. |
| e. Nous travaillons beaucoup. | j. Nous restons à l'hôtel. |

6. Mettez les phrases suivantes au futur proche. Put the following sentences in the immediate future.

- | | |
|-------------------------|-------------------------------|
| a. Il étudie en Suisse. | c. Tu restes à la maison? |
| b. Elle part très tôt. | d. Tu viens chez moi ce soir? |

- e. Elles viennent ici demain.
 f. Ils voyagent souvent en Asie.
 g. Je bois du thé.
7. Construisez du nom au verbe. Construct noun from verb.
- | | | |
|----------------|--------------|---------------|
| a. travailler- | e. danser- | i. demander- |
| b. voir- | f. sortir- | j. féliciter- |
| c. connaître- | g. répondre- | |
| d. visiter- | h. décider- | |
8. Traduisez en français. Translate into French.
- a. She is feeling cold.
 b. I need some money.
 c. He is scared of dog.
 d. He is lucky.
 e. I am hungry.
 f. She has a headache.
 g. I am feeling sleepy.
 h. He is thirsty.
 i. We are feeling hot.
 j. He is right.
9. Complétez avec les adjectifs démonstratifs. Complete with the adjectives demonstrations.
- | | |
|----------------------------------|-----------------------------------|
| a. Tu aimes hôtel? | f. stylo est noir. |
| b. Il habite avec enfants. | g. chaise est petite. |
| c. femme est belle. | h. amis sont sympas. |
| d. livre est intéressant. | i. valise est lourde. |
| e. maison est grande. | j. ordinateur est très cher. |
10. Faites des phrases à la forme négative. Make the sentences in the negative form.
- | | |
|---------------------------------|---|
| a. Le guide parle français. | e. Je travaille le dimanche. |
| b. Il y a des poissons. | f. Je lis des livres. |
| c. Tu aimes cette ville? | g. Vous aimez ce monument? |
| d. Le client donne son adresse. | h. Les passagers identifient les valises. |

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

Answer any **THREE** questions:

11. Qu'est-ce que vous avez fait hier? Ecrivez. What did you do yesterday? Write.
 12. Qu'est-ce que vous ferez demain? Ecrivez. What will you will do tomorrow? Write.
 13. Qu'est-ce que vous allez faire demain? Ecrivez. What are you going to do tomorrow? Write.
 14. Ecrivez dix phrases au passé composé. Write 10 sentences in the past tense.
 15. Annoncez un itinéraire pour les touristes. Announce an itinerary for the tourists.

SECTION D: CASE STUDY (15 MARKS)

16. Faites un itinéraire pour les touristes pour les deux semaines. Make an itinerary for tourists for two weeks.

THE END

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

Roll.No.....

Subject: Managerial Accounting for Travel and Tourism
Full Marks: 100 Pass Marks: 50

Course Code: BTTM 432/332
Time: 3: 00 Hours

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

Tick the best answers.

1. "Fixed assets are recorded in account at cost price." Which accounting concept is this?
 - a. Money measurement concept
 - b. Going concern concept
 - c. Business entity concept
 - d. Cost concept
2. Which one of the following assets is current asset?
 - a. Cash and Bank
 - b. Goodwill
 - c. Furniture
 - d. Bank loan
3. If debtors is Rs. 45000, cash is Rs. 20000 and account payable is Rs. 24000, what is the working capital amount?
 - a. Rs. 65000
 - b. Rs. 41000
 - c. Rs. 1000
 - d. Rs. 49000
4. What is break - even point?
 - a. Profit point
 - b. High Loss point
 - c. No profit no Loss point
 - d. Lower loss point
5. A debenture is....
 - a. secured loan
 - b. owner's capital
 - c. short term loan
 - d. fixed assets
6. Income tax is paid on the basis of;
 - a. total sales
 - b. net profit
 - c. total purchase
 - d. fixed assets
7. The sales value is Rs. 342,000, sales return is Rs. 15,000 and profit is expected as 20%, what will be the net profit amount?
 - a. Rs. 74,400
 - b. Rs. 71,400
 - c. Rs. 68,400
 - d. Rs.65,400
8. Dividends are distributed to.....
 - a. staffs
 - b. debenture holders
 - c. shareholders
 - d. managers
9. Bad debts are calculated on the basis of;
 - a. total sales
 - b. account receivables
 - c. A/C Payables
 - d. total purchase
10. Budgets are prepared at the of the year.
 - a. starting
 - b. iast day
 - c. middle
 - d. any time

11. If sales is Rs. 90,000, variable cost is Rs. 36,000 then what will be the P/V ratio?
- a. 2.50
 - b. 0.40
 - c. 0.60
 - d. 1.50
12. Cash in hand is treated as;
- a. liability
 - b. expenses
 - c. income
 - d. assets
13. Preliminary expenses are treated as;
- a. expenses
 - b. capital
 - c. assets
 - d. liabilities
14. A business took loan from a bank Rs. 500000 and the interest rate is 12% per annum. How much interest is paid quarterly?
- a. Rs. 60,000
 - b. Rs. 30,000
 - c. Rs. 15,000
 - d. Rs. 5,000
15. A five star hotel has 660 rooms in all, out of which 52 rooms are used for operational purposes and 8 rooms are used by the departmental managers. If 480 rooms are occupied by the guest on any day, what is the room occupancy rate?
- a. 78%
 - b. 80%
 - c. 82%
 - d. 84%

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Course Code: BTTM 432/332

Full Marks: 100 Pass Marks: 50

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

Answer any **EIGHT** questions:

1. Following information is given:

Sales revenue	Rs. 350,000
Salaries	40,000
Wages	15,000
Closing stock	22,000
Opening stock	32,000
Purchase	290,000
Carriage inward	6,500

- a. Required: Gross profit/Loss

[5]

2. The data related with two years are given:

Particulars	Year I	Year II
Sales Revenue	Rs. 500000	Rs. 700000
Net Profit	Rs. 35000	Rs. 75000

Required:

[2+2+1]

- a. Profit Volume ratio

- b. BEP in Rs.

- c. Fixed costs

3. A company sales its product to wholesale super markets for Rs. 60 per piece in which it incurred Rs. 36 as variable cost. The annual fixed costs of the company is Rs. 100000.

Required:

- a. Determine the BEP sales in rupees

- b. Determine the rupee sales volume required to earn profit of Rs. 120000

- c. Determine the profit if the desire sale is Rs. 500000

4. Mr. Jone arrived at Kathmandu and checks into a room in a Soaltee hotel at 4 p.m. on 1st June 2022. The charge is \$ 100 per day plus 10% for service charges as hotel rules. Check out time of the hotel is 12 noon. Calculate the amount payable by Mr. Jone in each of the following circumstances:

- a. If Mr. Jone checks out at 10 p.m. on the same day

- b. If Mr. Jone checks out at 9 a.m. on 2nd June 2022

- c. If Mr. Jone checks out at 6 p.m. on 2nd June 2022

- d. If Mr. Jone checks out at 4 a.m. on 3rd June 2022

5. A company has three products: Product A, Product B and Product C. Income statements of the three product lines for the latest month are given below:

Product Line	A	B	C
Sales	Rs. 467,000	Rs. 314,000	Rs. 598,000
Variable Costs	(241,000)	(169,000)	(321,000)
Contribution Margin	Rs. 226,000	Rs. 145,000	Rs. 277,000
Direct Fixed Costs	(91,000)	(86,000)	(112,000)
Allocated Fixed Costs	(93,000)	(62,000)	(120,000)

Net Income	Rs. 42,000	Rs. (3,000)	Rs. 45,000
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The company is planning to drop out the Product B because it is in loss. If the product dropped out, company is planning to increase the sales of product A by 25%. Advise the company whether the dropped out of Product B is beneficial or not.

6. The forecasted sales of three types of products for the next three months are given below:

Months	Products		
	High quality (Units)	Medium quality (Units)	Low quality (Units)
April	15000	65000	110000
May	22000	95000	125000
June	25000	99000	165000

a. The estimated selling price of three products high, medium and low qualities product are Rs. 9, Rs. 8 and Rs. 6 respectively.

b. Required: Sales budget by showing total sales revenue for each products

7. Briefly explain the roles of financial statement in business.

8. What is breakeven point? Explain it with a figure.

9. Explain in brief:

a. Night auditing

b. Room accommodation accounting

10. Following figures are provided by a manufacturing company:

Sales revenue: Rs. 1200000

Contribution margin: Rs. 720000

Fixed costs: Rs. 250000

Required:

a. Profit volume ratio

b. BEP

c. If desired profit after tax is Rs. 240000, what will be the sales value? (Assume 40% tax rate)

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

Answer any **THREE** questions:

11. A business provided you the following trial balance at the end of 2022:

Trial Balance
For the year 2022

Particulars	Amount	Particulars	Amount
Machinery	400000	Equity Share	300000
Goodwill	50000	10% Preference share	150000
Furniture	80000	8% debenture	200000
Purchase	700000	sales	1108000
Opening stock	50000	General reserve	55000
Bills receivable	40000	Creditors	120000
Debtors	60000	Bills payable	65000
Preliminary expenses	15000	Retained earning	102000
10% Investment	75000		
Building	400000		
Cash and bank	20000		
Wages	25000		
Insurance	5000		
Salaries	90000		
Rent of office	70000		
Printing and stationery	12000		
Selling expenses	8000		
	2100000		2100000

Additional Information:

- Closing stock at the end Rs. 40000
- Depreciate furniture @ 5% and machinery @10%
- Wages outstanding Rs. 2500
- Insurance prepaid Rs. 1400
- BOD decided to distribute dividend on equity share @25% on paid capital after transferring Rs. 5000 to general reserve.

Required:

- Income statement for the year ended 2022
 - Balance sheet as at the end of 2022
12. Discuss the role and advantages of accounting in hospitality sector specially at travel and tourism business.
13. The sales budget of a manufacturing business for five months are given below:

Months	Jan	Feb	March	April	May
Sales Units	22000	24000	28000	20000	18000

On 1st January, the opening stock of finished goods and raw material were 10000 units and 12000 kg. respectively. The closing stock of finished goods at the end of each month is expected to equal to 40% of next month sale and the closing stock of raw material is expected to equal to 50% of next month requirement. One unit of finished goods required 3 kg. of raw material and the cost of one kg. raw material is Rs. 7.

Required:

- Production budget for Jan, Feb and March
 - Material purchase budget for Jan, Feb and March
14. Explain the different types of accounting principles and concepts in brief.
15. The two years' balance sheet is given to you;

Capital & Liabilities	2019	2020	Assets	2019	2020
Share capital	500000	600000	Fixed assets	600000	800000
Share premium	50000	60000	Bills receivable	50000	40000
15% debenture	100000	50000	Debtors	100000	60000
Creditors	150000	190000	Closing stock	50000	100000
Retained earnings	100000	150000	Cash	100000	50000
	900000	1050000		900000	1050000

Additional information:

- Sales for the year 2020 Rs. 1000000
- Cost of goods sold Rs. 750000
- Purchased of fixed assets of Rs. 300000 and sold fixed assets Rs. 40000
- Operating expenses Rs. 120000
- Dividend paid Rs. 20000

Required: Cash flow statement using direct method

SECTION D: CASE STUDY (15 MARKS)

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

You got a chance to manage an event of wrestling. The expected audiences will be 1550 in total. 20 % of audiences took free pass, 40% audiences can pay full price of tickets which is Rs. 1000 per ticket. Remaining audiences are given 20% discount on their ticket price. Sponsors may support Rs. 200000 cash. The estimated expenses are; wrestling ring Rs. 120000, official expenses Rs. 25000, payment to 4 wrestler Rs. 25000 each and other misc. expenses are estimated Rs. 40000.

- What should be taken into mind at the moment of event planning?
- What is the total cost of event?
- What is the total revenue from the event?
- What is the net profit or loss from the event?
- What is your view whether the event is taken or left out?

THE END

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Surkhet, Nepal
Final Examination-2079
Bachelor of Travel and Tourism Management (BTTM)
Semester - III

Roll.No.....

Subject: Sustainable Tourism Development
Full Marks: 100 Pass Marks: 50

Course Code: BTTM 433/333
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 followings is an example of an environmental impact of tourism?
 - a. Increased cultural exchange
 - b. Improved infrastructure
 - c. Air pollution from transportation
 - d. Increased employment opportunities
2. What is the term for the process of tourists using up natural resources faster than they can be replenished?
 - a. Ecotourism
 - b. Sustainable tourism
 - c. Over-tourism
 - d. Mass tourism
3. What is the term for the total value of goods and services produced in a country in a given period of time?
 - a. Gross Domestic Product (GDP)
 - b. Balance of payments
 - c. Inflation rate
 - d. Foreign direct investment (FDI)
4. What is the primary characteristic of alternative tourism?
 - a. High cost
 - b. Low volume
 - c. Limited geographical scope
 - d. Large volume
5. Which one of the followings is a key principle of ecotourism?
 - a. Maximizing visitor numbers
 - b. Minimizing negative environmental impacts
 - c. Maximizing profit for tour operators
 - d. Ignoring the needs of local communities
6. What is the primary characteristic of nature-based tourism?
 - a. Focus on urban areas
 - b. Use of man-made attractions
 - c. Emphasis on natural environments
 - d. Focus on historical sites
7. Which one of the followings is a key principle of sustainable tourism?
 - a. Maximizing visitor numbers
 - b. Minimizing negative impacts on the environment and society
 - c. Ignoring the needs of future generations
 - d. Promoting short-term gain over long-term planning
8. Who are the key stakeholders in sustainable tourism planning and development?
 - a. Only government agencies
 - b. Only private sector organizations
 - c. Government agencies, private sector organizations, and local communities
 - d. None of the above
9. Which one of the followings is a key element of sustainable development?
 - a. Focusing solely on economic growth
 - b. Emphasizing social benefits over environmental benefits
 - c. Addressing the needs of both present and future generations
 - d. Ignoring the role of technology in the development process

10. Why are sustainable tourism indicators used for?
 - a. To maximize profits for tourism businesses
 - b. To assess the impact of tourism on the environment and society
 - c. To promote mass tourism
 - d. To ignore the needs of future generations
11. Which one of the followings is a sustainable tourism indicator?
 - a. Number of hotel rooms available
 - b. Tourist arrivals per year
 - c. Percentage of waste recycled
 - d. Size of the local airport
12. Which one of the followings is an example of the impact of climate change on the tourism industry?
 - a. Melting of glaciers in the Alps
 - b. Increased availability of water in arid regions
 - c. Decreased frequency of extreme weather events
 - d. None of the above
13. What is the purpose of certification/standardization/ecolabelling in tourism?
 - a. To maximize profits for tourism businesses
 - b. To promote mass tourism
 - c. To encourage tourism businesses to adopt sustainable practices
 - d. To ignore the needs of local communities
14. What is the primary challenge in sustainable tourism management in urban settings?
 - a. Environmental degradation
 - b. Social conflicts with local residents
 - c. Economic benefits for the local community
 - d. None of the above
15. Which one of the followings is an example of a sustainable tourism management practice in wilderness areas?
 - a. Construction of large-scale resorts and hotels
 - b. Protection of natural resources and wildlife habitats
 - c. Encouragement of high tourist volumes and activities
 - d. None of the above

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

Answer any **EIGHT** questions:

1. Why is sustainable development important for tourism industry in the context of Nepal? [5]
2. How can tourism operators integrate sustainable practices into their business models? [5]
3. What are the main economic impacts of tourism business? [5]
4. What is carrying capacity? Why is it relevant? [5]
5. Why is standardization important? [5]
6. What are the features of sustainable cities? [5]
7. What are the impacts of global warming on tourism? [5]
8. What are sustainable tourism indicators? [5]
9. Who are stakeholders in sustainable tourism planning for tourism industry? [5]
10. Write short notes on rural and agro tourism. [5]

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

Answer any **THREE** questions:

11. Analyze the role of service providers in promoting sustainable tourism. What challenges do they face in practicing sustainability? Explain with examples. [10]
12. What are benefits and cost of mass tourism? What will be the situation of mas tourism post covid? Explain. [10]
13. What is Bellagio's principle? How can we relate it in local context? Explain [10]
14. What are the issues of sustainable development in Nepal? Explain. [10]
15. Area protection and zoning not only have implications in beautification of the place but also its sustainability. Justify the statement with relevant examples. [10]

SECTION D: CASE STUDY (15 MARKS)

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

Climate change continues to affect the U.S., with record-setting heat waves, wildfires, winter storms and hurricanes causing billions in damages and affecting the lives of millions of Americans. In response to the growing frequency and severity of these events, governments at the local level are working on strategies to reduce their environmental impact and prepare their communities for more extreme weather.

Miami-Dade County, for example, was the first in the world to have appointed a chief heat officer to raise public awareness about the dangers and inequity of climate change in their region. And when the U.S. pulled out of the Paris Climate Agreement in 2017, hundreds of mayors reaffirmed their individual commitments to meeting the agreement's emissions reduction goals.

Cities are heading important efforts to reduce the rate of global warming and protecting communities from current and forecasted climate change. The following three cities represent critical approaches toward engaging the public, using clean technologies and future-proofing communities.

Cupertino is one of many California cities working toward lowering its carbon emissions — and the city is already on path to surpass ambitious reduction goals set by the state. Among the city's goals are plans to reduce greenhouse gas emissions 45 percent below 1990 levels by 2030 and achieve carbon neutrality by 2040. The city is already on track to accomplish the former, and the latter exceeds the expectations set by state policies.

By being transparent in its progress and making it easy to engage with its many programs, Cupertino demonstrates the power of community in creating a sustainable city.

But the city knows it can't accomplish these ambitious goals on its own — it will also take citizens supporting new policies and making changes in their own lives as well. In order to engage and encourage residents to be part of their community's net-zero journey, Cupertino openly shares its data and what changes need to be made to achieve its goals by their set deadlines. In August, the city adopted and shared its Climate Action Plan 2.0, which outlines the reductions Cupertino has accomplished since the previous 1.0 plan, what current data and projections are showing, and what changes will need to happen to reach the long-term goal of carbon neutrality.

Alongside these long term climate plans, Cupertino also releases periodic progress reports that highlight achievements in emissions reductions, energy efficiency, water conservation and more. Residents are able to get involved in many ways — for example, they can provide input on proposed sustainability initiatives such as single-use plastics online, or benchmark their progress with Cupertino's Climate Challenge platform. By being transparent in its progress and making it easy to engage with its many programs, Cupertino demonstrates the power of community in creating a sustainable city.

On the other side of the country in Florida, Orlando is also electrifying its city and using data collection technology to manage buildings' energy use. Orlando launched its Green Works Orlando initiative in 2007 and has worked since then to make the city's energy use greener — simultaneously saving city-wide energy costs and improving their local economy.

For the past five years, Orlando has set its focus on renewable energy, setting a target for its community to run entirely on clean and renewable energy by 2050. In addition, the city set a more ambitious goal for all its facilities to be powered solely by renewable energy by 2030. To achieve these goals, Orlando doubled the amount of solar power capacity delivered to government buildings between 2020 and 2021. Solar energy powers Orlando's City Hall, fire and police stations, neighborhood senior centers and main parks.

The city is also investing in more innovative ways to utilize solar power across its landscape. Orlando has begun investing in "floatovoltaics," or floating solar panels, in its stormwater retention ponds. To date, more than one megawatt of floatovoltaics have been installed. Because ponds are common across Orlando — both natural ponds and man-made retention ponds created to reduce flooding — floating solar panels have the potential to be a key technology to meet their 2050 goal.

In addition to these solar energy efforts, Orlando is also lowering costs by reducing energy use in its buildings. The city uses AI-assisted building management software to monitor energy and utility usage in public buildings in real-time, allowing them to make continuous improvements alongside weather and occupancy changes. By using this technology in parallel with efficiency upgrades to dozens of City buildings, Orlando is saving as much as \$2.5 million annually in reduced energy costs. Orlando is outstanding proof of the multitude of benefits cities create when they focus on how their energy use can support their long-term sustainability and cost reduction goals.

- a. Explain the access to the situation of Cupertino and Orlando on the way to sustainability.
- b. How do you see the future of these cities based of the development in the case.
- c. What can be done in Nepal in the light of sustainable perspective? Give your recommendations.

THE END

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Semester - III

Roll No.....

Subject: Tourism Products Development
Full Marks: 100 Pass Marks: 50

Course Code: BTM 434/334
Time: 3: 00 Hours

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

Tick the best answers.

1. 3A's of tourism are
 - a. attraction
 - b. accessibilities
 - c. accommodations
 - d. all of the above
2. The goal of the product planning strategy should be to achieve differentiation based on.....
 - a. sustainability
 - b. satisfaction
 - c. ecotourism
 - d. marketing
3. The repositioning of new products are essentially theof new applications for existing products.
 - a. discovery
 - b. invention
 - c. production
 - d. acceptance
4. Factors influencing Tourism Product Development are:
 - a. technology
 - b. demography
 - c. politics
 - d. all of the above
5. HAN stands for
 - a. Hospitality Agents for Naples
 - b. Historical Active Nation
 - c. Hotel Association Nepal
 - d. Hotel Agencies of Nepal
6. Regulatory part of Tourism in Nepal is looked after by
 - a. Ministry for Tourism, Culture and Civil Aviation
 - b. Nepal Tourism Board
 - c. Department of Tourism
 - d. Nepal Academy of Tourism and Hotel Management
7. The key events and existing manifestations of its history are.....resources
 - a. tangible
 - b. intangible
 - c. unfixed
 - d. fixed
8. Nepal's first War Museum is located at
 - a. Udaypur
 - b. Kathmandu
 - c. Sindhuli
 - d. Sindhuligadhi
9. Both skiing and sunshine in beach can be enjoyed on the same day in.....
 - a. Melbourne
 - b. Dubai
 - c. Sydney
 - d. All of the above
10. Hippie Trail is found in
 - a. Kathmandu Durbar Square
 - b. Bhaktapur Durbar Square
 - c. Patan Durbar Square
 - d. Swayambhu

11. The ability of a destination to attract investment in tourism products from foreign or local sources mainly depends on both of the performance and prospects andof the tourism sector
- a. investment climate
 - b. business condition
 - c. government situation
 - d. people mood
12. For a circuit or trail development as a tourist attraction there has to be a
- a. central linking theme
 - b. intangible
 - c. product
 - d. tourists
13. Tourist products, except items like souvenirs, are services rather than
- a. goods
 - b. market
 - c. tangible
 - d. organization
14. A major determinant of success of a destination is how well the experiences match or exceed
- a. products
 - b. enthusiasm
 - c. expectations
 - d. circuits
15. The tourism product is a composite one, a combination of
- a. attractions
 - b. entertainment
 - c. other services
 - d. all of the above

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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. What do you understand by product development? Discuss. [5]
2. How can you use Boston Consulting Group (BCG) matrix for tourism product development? [5]
3. Why are stakeholder consultation and collaboration needed for product development? [5]
4. Briefly explain the major functions of price in selling any tourism products. [5]
5. Explain the six major pricing strategies identified by Cannon and Morgan (1990). [5]
6. Classify the tourism products according to their characteristics. [5]
7. Describe the factors influencing tourism product development. [5]
8. Explain the feasibility stage while developing any new product development. [5]
9. Briefly describe the role of destination authorities in tourism product development. [5]
10. What is the element in Tourism Product Development Strategy? [5]

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

Answer any **THREE** questions:

11. Describe "CAMPING PRODUCT" as a new tourism product. As a Tourism scholar, what could be your selling strategy? Explain the entire process starting from research work to commercialization phase. [10]
12. Market research is the starting point for all Tourism Product Development. Discuss. [10]
13. What products do countries offer a market, and how are they tailored to the needs of specific market segments? Discuss. [10]
14. Why is the preparation of a comprehensive assessment of the destination's overall PEST situation necessary? Explain. [10]
15. Write the role to be played by the tourism industry government and local level for the tourism development? Write in points. [10]

SECTION D: CASE STUDY (15 MARKS)

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

The Kathmandu Durbar Square (KDS) is one of the chief attractions of Nepal. The KDS held the palaces of the Malla and Shah kings who ruled over the city. Along with these palaces, the square surrounds quadrangles, revealing courtyards and temples. Its culture is immense and historic. The first lodge was opened in the KDS area. Hippies culture started in and around the KDS area making Freak Street world renowned. Such are the rich legacy of this place. Anyone who comes to visit this site and meet its charming people will not regret their stay, with its beautiful landscapes, its gastronomy, its craftsman, its temples, etc. The KDS area boasts of places such as IndraChowk, Ason, Killagal, New Road, etc. which can be linked to it.

However, despite listed in World Heritage Site, it has its own problems. Tourists are more concerned about basic amenities public toilets, garbage cans and proper public transport. there are no footpaths to walk on and the traffic is so bad, that concerns are raised that how can tourists enjoy their stay in the

city? There was a time when traffic was restricted around the KDS area, but today it flows unchecked, polluting the area and the air around the monuments. The vibrations they generate can weaken the old structures, which were built before the introduction of motor transport. A major drawback is the fact that people do not value such monuments.

Public toilets are few and far between, even in major tourist destinations like the World Heritage Sites. Visitors have an unpleasant experience every time they visit toilets. They are not clean and there is no water. Visitors also point out the amount of litter on the streets. It is hard to find a dustbin to dispose of garbage. People just throw garbage on the roads. The lack of toilets and trashcans is a perpetual problem for Kathmandu citizens, and instead of addressing these basic issues, the city is planning to spend millions on tourism promotion, say locals.

The Kathmandu valley might host seven World Heritage Sites but for tourists, it is getting difficult to ignore all of the city's glaring flaws. The KDS is losing its charm due to mismanagement. Infrastructure problems begin the very minute tourists land in Kathmandu—with the dismal state of the airport. There are numerous issues such as overcrowding, encroachment, heavy vehicular emissions. More than a decade has passed since the site was put on the 'in Danger' list, but there are no signs of improvement, as the KDS is fast becoming a site for illegal eateries and fast bikes.

Awareness and education are the main hope for the future of this precious monument. People need to be told how important this old architectural works are for Nepalese culture, history and for tourism. Nepal is culturally rich and the people are friendly, however if the management could make the KDS hassle-free, that would be great. These efforts will go a long way in bringing awareness among people and it is hoped that in the long run, the KDS will find a place in their hearts.

- a. In what ways can the KDS area regain its glory and people to appreciate its value? [5]
- b. Do you think the KDS and surrounding areas can be developed into circuit or trail as a tourist attraction? Justify. [5]
- c. How can the KDS be turned into high-end product? Give suggestions. [5]

THE END

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Subject: Culture and Heritage Tourism in Nepal
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Course Code: BTM 435/335
Time: 3: 00 Hours

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

Tick the best answers.

1. History simply understands as
 - a. any incidents from past
 - b. fact of past Incidents
 - c. story of past Incidents
 - d. epic from previous generations
2. King Pratap Mallawas also famous as.....
 - a. a carpenter king
 - b. historic & cultural king
 - c. ablest ruler king
 - d. a nobel rural king
3. Which one of following kingdoms was the origin for unified Nepal?
 - a. Tanahun
 - b. Lamjung
 - c. Gorkha
 - d. Kaski
4. Sororate marriage is found in the Himalayan region of Nepal
 - a. widow get married with own brother-in-law.
 - b. widowers get with own sister-in-law
 - c. get married with multiple husbands
 - d. widow get married with outside the family
5. is the time there the culture & heritage almost change & different with its original features.
 - a. Step Authenticity
 - b. Lost Authenticity
 - c. Post Authenticity
 - d. Stage Authenticity
6. Which one of the terms is irrelevant to define the term 'Heritage'?
 - a. Heritage is legacy from the past and need to transform for upcoming future.
 - b. Inherited from the past and valued enough today.
 - c. Whatever that we need to create for next generation.
 - d. Something from history that we need to preserve.
7. The way of life of a group of people, their behaviors, beliefs, values, and symbols that they accept, generally without thinking about them, and that are passed along by communication and imitation from one generation to the next is.
 - a. traditional history
 - b. ethnicity & society
 - c. culture
 - d. heritage
8. Responsible tourism precisely focuseds on
 - a. Preserving authentic socio-culture importance's &beneficials for local people.
 - b. Minimizing negative social. economic, and environmental impacts &beneficials for local people.
 - c. Establishing a suitable balance between the environmental, economic & socio-cultural aspects.
 - d. Following the principles of eco-tourism approach &beneficials for local people.
9. Identification, interpretation, maintenance, & preservation of significant cultural sites & physical heritages, although intangible aspects of heritage, such as traditional skills, cultures and languages is defined as.....
 - a. cultural management
 - b. socio - tourism management
 - c. heritage management
 - d. resource management

10. The transformation of People from one place to another by the reason & purpose is
 - a. settlement
 - b. cultural transformation
 - c. migration
 - d. society transform
11. The psychological dimension of sense of place means the.....
 - a. people's experiences, human response & people's perceptions
 - b. personal history, person's image by experiencing the visual attributes of the locality
 - c. relationship of people's, believes, experience, perceptions & response to the setting
 - d. none of above
12. Ethnographic landscape consists of
 - a. natural and cultural resources that associate people are defined as heritage resources.
 - b. designed or laid out by a specific professional according to design principles in a recognized style.
 - c. cultural landscapes significant for their association with a historic event, activity, or person.
 - d. the people whose activities or occupancy shaped those existing landscapes as their suitability for living.
13. is an expression of the ways of living developed by a community and passed on from generation to generation, including customs, practices, places, objects, artistic expressions, and values.
 - a. Socio-culture
 - b. Cultural Heritage
 - c. Heritage & Monument
 - d. Monument & Livelihood
14. is not considered as an element for Heritage Management System.
 - a. Legal
 - b. Operation
 - c. Institution
 - d. Resources
15. National heritage sites is defined as:
 - a. the heritage sites those are only locally & nationally recognized
 - b. the heritage sites those are nationally & internationally recognized
 - c. the heritage site those are listed as world heritage sites in UNESCO
 - d. the heritage site those are promoted for tourism by UNWTO

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

Answer any **EIGHT** questions:

1. What is history? Briefly discuss the importance of Nepalese history & its development in brief. [2+3]
2. What is culture and heritage tourism? State its scope in regional and international context. [5]
3. Define settlement pattern. Why does migration impact on cultural transformation? [2+3]
4. Why is culture defined as a way of living? Discuss the major significance of culture in tourism? [2+3]
5. What is heritage cycle? Briefly indicate the process of heritage management. [3+2]
6. Discuss the major positive & negative socio-culture impacts of tourism business in Nepal. [5]
7. Define the term "Sense of Place". Explain its different dimensions with examples. [2+3]
8. What is authenticity? Discuss the various scenarios of stage authenticity in culture & heritage of Nepal. [2+3]
9. What is culture and heritage tourism ? Discuss its significance in the context of Nepal. [2+3]
10. Write short notes: (Any TWO) [2.5+2.5]
 - a. Socio Tourism management.
 - b. Tharu Community of Nepal
 - c. Pilgrimage tourism resource

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

Answer any **THREE** questions:

11. "History & culture play the significant role for the development & growth of tourism." Explain in detail. [10]
12. Why is history important in cultural development? What are the major cultural points of significance of the Medieval phase in Nepalese history? [5+5]
13. "Ecology & geographical distribution plays the essential role in cultural society." Explain with Nepalese ecological distributions & their significance. [4+6]
14. Discuss the concept of sustainable heritage tourism development.
15. Define the resources in culture & heritage. Discuss, in detail, heritage sites, its types, and examples. [4+6]

SECTION D: CASE STUDY (15 MARKS)

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

The Great Wall, China's legendary defense line, is the country's most important historic monument and a national symbol. The Great Wall has a history of over 2,000 years, but now the remaining sections are those that were mostly built in the Ming Dynasty. Less than 10% of the sections are well-preserved. Crossing 15 provinces in China and stretching for about thousands of kilometers, the Great Wall is the best man-made monument in China. Its construction was completed throughout many dynasties. Unfortunately, most of the Great Wall sections built before the Ming Dynasty (1368–1644) have almost disappeared. Only the sections built during the Ming Dynasty are still in good condition. The total length of the Ming section of the Great Wall is about 8,851 kilometers (5,500 miles). It is reported that about 30% of China's Ming-era Great Wall has disappeared due to adverse natural conditions and

human activities. After the Ming Dynasty, there was no need for any empires in China to rebuild the Great Wall as their defense system. As a result, natural influences and human activities have gradually damaged the Great Wall. In 2006, the Chinese government put regulations into effect for the protection of the Great Wall. This ensures all the Great Wall sections in different provinces are protected. Many popular Great Wall sections, such as Badaling, Mutianyu, and Juyongguan, have already been restored and are under protection. Also, the Chinese people have planted trees and vegetation in rural areas to decrease the harm caused by natural disasters, such as storms. Destructive behaviors relating to the Great Wall, such as graffiti, throwing rubbish, and stealing bricks, are greatly condemned. Many experts are working on ways to protect the ancient Great Wall.

Questions:

- a. Discuss the current scenario of historical monuments relating the above case and state the issues. [5]
- b. Identify the major issues on conserving historical monuments and suggest some solutions. [5]
- c. What could be the best idea to protect such places and make it sustain? Suggest. [5]

THE END