

Mid-West University
Examinations Management Office
Surkhet, Nepal
End-Semester Examination-2080
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 (15 × 1 = 15 MARKS) / (TIME: 15 MINUTES)

Tick the best answers.

1. The word organization is derived from _____ word.
 - a. French
 - b. Greek
 - c. German
 - d. Italian
2. "Management is to manage is to forecast and plan, to organize, to command, to coordinate and control", the definition is given by _____.
 - a. FW Taylor
 - b. Harold Kunz
 - c. Henry Fayol
 - d. Abraham Maslow
3. Top level management is responsible to _____.
 - a. interprets plan
 - b. formulate plan
 - c. implements plan
 - d. follow plan
4. More technical skills are required by _____.
 - a. administrator
 - b. top level manager
 - c. middle level manager
 - d. lower level manager
5. Nature of management is _____.
 - a. money oriented
 - b. one time Process
 - c. tangible
 - d. goal oriented
6. Organization has the social responsibility towards _____.
 - a. employee
 - b. government
 - c. community
 - d. all
7. The components of effective directing indicate:
 - a. management, communication, office layout and leadership
 - b. communication, motivation, supervision and leadership
 - c. communication, organizing, leadership and management
 - d. commanding, planning, communication and motivation
8. Bureaucracy Theory was propounded by _____.
 - a. Henry Fayol
 - b. Abraham Maslow
 - c. F W Taylor
 - d. Max Weber
9. "Respect" falls in _____ category in human needs theory.
 - a. self actualization
 - b. safety needs
 - c. esteem
 - d. physiological needs
10. Planning is the _____ function of management.
 - a. preliminary
 - b. optional
 - c. secondary
 - d. all of the above

11. _____ is the position of lower level management.
- a. Foreman
 - b. Security Guard
 - c. Kitchen staff
 - d. Laborer
12. TQM stands for _____.
- a. time, quality, management
 - b. timely queue management
 - c. total quality management
 - d. none of them.
13. _____ is one of the dimensions of quality.
- a. Defective
 - b. Aesthetic
 - c. Effective
 - d. Synthetic
14. _____ is the way to overcome on resistance to change in organization.
- a. Manipulation
 - b. Education
 - c. Negotiation
 - d. All of them
15. The external force of change is _____.
- a. goals
 - b. organizational climate
 - c. political
 - d. none of the above

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

Answer any **EIGHT** questions:

1. Define organization and its objectives. [5]
2. Define control and its process. [1+4]
3. Describe the skill needed by the different levels of management. [5]
4. Define the figurehead and negotiator role of management. [5]
5. Give a short note on management ethics. [5]
6. Define "Rules of Thumb" with an example. [5]
7. Define the contingency theory of management [5]
8. To whom is management social responsible and how can it be maintained? [5]
9. Define Herzberg's motivation-hygiene theory. [5]
10. Define mechanism to reduce stress in organization. [5]

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

Answer any **THREE** questions:

11. Define management and its characteristics. [10]
12. Henry Fayol's 14 Principle of management is considered as base of all the principles of management. Support this statement. [10]
13. "Functions of management are also called process of management". Justify this statement with a complete process. [10]
14. Define leadership and highlight the different leadership style and its usage in organization. [10]

SECTION D: CASE STUDY (15 MARKS)

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

Thomas Cook Group was a British travel company which operated as both, an airline company and a tour and travel firm. The brand "Thomas Cook" is 178 years old and was trusted by travelers globally. Thomas Cook Group collapsed on Monday, 23 September 2019. This caused 22,000 people losing their jobs which include 9,000 people from UK. More than 150,000 travelers who were on holiday, lost their trip to home in UK only.

Thomas cook, having more than 550 high street outlet (branch) in different countries. Despite increase in holiday market Thomas cook not able to secure profit and able to pay its huge debt of £1.6 billion and 2018 itself it has record loss of £1.5 billion. As per the CEO of Thomas Cook, Peter Frankhauser, the Brexit process has led many U.K. customers to delay their holiday plans. Company only need £200 million to survive and it's not able to secure from its investor and raise fund from outsource.

In the same time many online travel booking portal like Airbnb, trip advisor, booking.com, easy jet (low cost carrier) and other small online company is boosting their business. Thomas cook expenses are increasing and piling up day by day. At the time of collapse also Thomas cook is the highest holiday bookers; however it couldn't save the company.

Questions:

- a. What was the major reason of Thomas Cook collapsing? [5]
- b. What management issues do you see in this case? [5]
- c. If you were a CEO of Thomas cook, what precaution or changes would you do to save the company? [5]

THE END

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Roll. No.....

Subject: Fundamentals of Tourism
Full Marks: 100 Pass Marks: 50

Code: BTTM 412/312
Time: 3: 00 Hours

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

Tick the *best* answers.

1. 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
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. Nepal Tourism Board was established in.....
 - a. 1995 A.D
 - b. 1996 A.D
 - c. 1997 A.D
 - d. 1998 A.D
4. NATTA head office is located at.....
 - a. Gairidhara
 - b. Baneshwor
 - c. Tripureshwor
 - d. Jorpati
5. Kalinchowk is famous touristic destination of
 - a. Madesh Province
 - b. Lumbini Pradesh
 - c. Bagmati Pradesh
 - d. Koshi Pradesh
6. The royal Nepal Airlines was established in
 - a. 1919 A.D
 - b. 1989 A.D
 - c. 1958 A.D
 - d. 1970 A.D
7. Who is the current CEO of Nepal Tourism Board?
 - a. SrijanaRana
 - b. Lumbini Pradesh
 - c. DhananjayRegmi
 - 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. 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. ICAO Headquarter is in.....
 - a. Montreal, Canada
 - b. London,UK
 - c. Sydney, Australia
 - d. New York, USA

12.is the current Minister of MOCTCA.
- a. Dr.PrakashSharanMahat
 - b. Sudan Kirati
 - c. GaganThapa
 - d. DhananjayRegmi
13. What is the maximum allowable length of stay in destination before you cease to be counted as a excursionist?
- a. 1 day
 - b. 15 days
 - c. 6 days
 - d. 1 month
14. Corona virus was first detected in
- a. Oslo,Norway
 - b. New Delhi, India
 - c. Wuhan, China
 - d. None of the above
15. Which airline route was recently approved by India to Nepal?
- a. Jhapa
 - b. Birgunj
 - c. Mahendranagar
 - d. Nepalgunj

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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.

Answer any **EIGHT** questions:

1. Define tourist with its various typology. [5]
2. Differentiate between tourist & excursionist. [5]
3. Mention the socio-cultural impacts of tourism. [5]
4. What are the various sources of career information in tourism? [5]
5. Explain the JafarJafari's tourism platforms. [5]
6. Write about the historical development of tourism in Nepal. [5]
7. Define adventure tourism. Mention the various adventure tourism activities of Nepal. [5]
8. How do global forces impact on future of tourism? Explain. [5]
9. Elucidate the various objectives & functions of NTB. [5]
10. Write short notes on: [2.5+2.5]
 - a. Grand Tour
 - b. Nepal Tourism board

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

Answer any **THREE** questions:

11. 'Tourism industry is the glamorous industry with the combination of various components' justify the statement with definition of tourism. [10]
12. Explain the needs of skilled human resources in tourism industry. Also mention the various attributes required by tourism personnel. [10]
13. Explain the JafarJafari's tourism platforms. What are some of the ways that the tourism and hospitality industry can affect local communities? [10]
14. What are the emerging trends of tourism in the 21st century? Also mention emerging tourism destination of South Asia. [10]
15. Mention the various Nepalese tourism organizations & explain their contribution to uplifting tourism industry in Nepal. [10]

SECTION D: CASE STUDY (5 MARKS)

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

The Annapurna region is one Nepal's main attractions, attracting some 40,000 to 50,000 trekkers every year who enjoy its pristine mountain trails, valleys and spectacular scenery. Ghandruk village could previously only be reached by a day-long trek largely uphill through beautiful rhododendron forests. But recently, a dirt road was built linking the village to the nearest biggest place, Kimche, which can now be reached in just one and half hours. Khushi Bahadur Gurung, an elderly local man, grins at the inroads made by development in his village. "Road development is good for us people. It will lead to easier transportation," he said.

But not all locals share his enthusiasm. Dilu Gurung is a small-time hotel operator, relying on the trekking business and tourism. "I fear it could affect tourism if a proper road reaches here. The roads should be kept to some distance away from the village," he says. Trekkers who come here in search of serenity are not amused at finding jeeps flying past them, leaving behind clouds of dust and fumes. "The reason we came here is to get away from the city of Kathmandu, which is very busy," said Denis Ahern, an Australian trekker. "We prefer quiet and the countryside. So, the less traffic, the better." In many trekking regions, roads have been developed, slowly encroaching on what were once fairly remote, untouched places. But trekkers say the roads should not be constructed, at least, not near popular trekking routes. Rajat Agrawal, a trekker from Kathmandu, says: "We are not against road development. But they should be kept separate so that everybody benefits." Karma Sherpa, a trekking guide, complains that the roads are often not even that good. "You know what, the roads here are not even properly developed. They are poorly managed and only add to existing problems," he said. Traditional tea-houses along the trekking routes say they have begun to find their businesses affected with the building of roads.

Then Conservation officer for the Annapurna Conservation Area Project (ACAP) in Ghandruk, Paras Bikram Singh, believes roads have led to a fall in the number of high-value tourists, and thus income for the local population. Tourists are drawn from across the world to Nepal. Officials from the Trekking Agents Association of Nepal (TAAN) have been working overtime to develop new trekking paths to continue attracting the trekkers. "Since we have been unable to convince the local people of the importance of preserving the serenity of the trekking region and since we cannot outright deny their development aspirations, we are now focusing on developing new trekking routes," says Ramesh Prasad Dhamala, former president of TAAN. He said that more and more trekkers have already started to use the alternative Manaslu trekking region. But he pointed at the need for the development of sustainable practices for the long term.

Until then, the struggle to balance the needs of trekkers for an unspoilt terrain, and the needs of local people for development will continue.

Questions:

- a. What is the consequence of road network in the trekking industry? [5]
- b. Why are environment concerns important in tourism? [5]
- c. What would you suggest to Nepal government from the above case? [5]

THE END

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

Roll. No.

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

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

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

Tick the best answers.

1. Which one department in a hotel is responsible for handling guest reservations?
 - a. Front office
 - b. Housekeeping
 - c. Food and beverage
 - d. Engineering
2. What is the term used for a person who stays at a hotel?
 - a. Guest
 - b. Staff
 - c. Manager
 - d. Supervisor
3. Which one of the followings is an example of a full-service hotel?
 - a. Bed and Breakfast (B&B)
 - b. Motel
 - c. Resort
 - d. Hostel
4. Which one of the followings is an example of a hospitality service?
 - a. Accounting
 - b. Marketing
 - c. Housekeeping
 - d. Human Resources
5. Suppose you are a hotel manager and need to create a schedule for the housekeeping staff. Which step of the hotel management process does this task belong to?
 - a. Planning
 - b. Organizing
 - c. Leading
 - d. Controlling
6. As a front desk agent, what would be your appropriate response if a guest asks for a recommendation for a local restaurant?
 - a. Suggest a specific restaurant based on your personal preference
 - b. Provide a list of local restaurants without any recommendations
 - c. Ask the guest about their food preferences and recommend a restaurant accordingly
 - d. Decline to provide any recommendations
7. Suppose a hotel has received several negative online reviews regarding its cleanliness. What steps could the hotel management take to address this issue?
 - a. Implement a new marketing strategy
 - b. Hire additional front desk staff
 - c. Conduct training programs for housekeeping employees
 - d. Install new furniture in guest rooms

8. A hotel's occupancy rate is calculated by dividing the number of occupied rooms by the total number of:
- a. available rooms
 - b. booked rooms
 - c. reserved rooms
 - d. vacant rooms
9. Imagine you are a hotel manager evaluating the performance of a restaurant in your hotel. Which one of the following metrics would be most relevant to assess its success?
- a. Guest satisfaction scores
 - b. Employee attendance records
 - c. Marketing budget allocation
 - d. Security measures implemented
10. When did the World Tourism Organization (UNWTO) establish World Tourism Day?
- a. 1980
 - b. 1990
 - c. 2000
 - d. 2010
11. How would you define ecotourism?
- a. Traveling to cities and exploring urban areas
 - b. Visiting natural areas with a focus on environmental conservation and cultural preservation
 - c. Engaging in extreme sports and adventurous activities
 - d. Participating in guided tours for educational purposes
12. How can hotels effectively utilize social media platforms to promote their services?
- a. By offering exclusive discounts and promotions to social media followers
 - b. By posting random content unrelated to their business
 - c. By restricting access to their online presence
 - d. By ignoring social media and relying solely on traditional advertising methods
13. What factors should be considered when selecting a suitable location for a hotel?
- a. Proximity to tourist attractions
 - b. Accessibility and transportation options
 - c. Availability of local amenities and services
 - d. All of the above
14. How can a hotel evaluate the effectiveness of its marketing campaigns?
- a. Tracking website traffic and conversion rates
 - b. Analyzing guest satisfaction surveys
 - c. Monitoring social media engagement and feedback
 - d. All of the above
15. Which one type of accommodation would be most suitable for a family with young children on a budget?
- a. All-inclusive resort
 - b. Bed and Breakfast (B&B)
 - c. Vacation rental apartment
 - d. Luxury hotel

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Semester - I

Subject: Introduction to Hospitality Management

Code: BTTM 413/313

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. Make a neat organization chart of a large hotel. [5]
2. List and justify the different tasks handled by the front office department. [5]
3. Illustrate the different types of hotels based on location and how the location affects the hotel's target market and overall operations. [5]
4. How does the sales and marketing department in a hotel function to increase revenue and promote the hotel's brand? [5]
5. What are the some common forms and formats used in the front office, and how do they help the staff manage guest information and requests efficiently? [5]
6. Describe the different plans and rooms available in a hotel, and how do they cater the needs of different types of guests? [5]
7. Justify the different responsibilities of the HR department in hiring, training, and managing hotel staff. [5]
8. Provide the examples of how lack of proper dining etiquette can affect a guest's experience and imitate poorly on the hotel. [5]
9. What are some of the current trends in the hospitality industry, and how do they impact the hotel's operations and guest experience? [5]
10. Distinguish between Domestic and International Tourism with suitable examples [5]

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

Answer any **THREE** questions:

11. Define the hospitality industry and identify the key features of its services. How do these features contribute to the overall guest experience and satisfaction? [2+8]
12. Explain the concept of catering and its definition in the hospitality industry. What is commercial catering, and how does it differ from other forms of catering? [5+5]
13. List and define the various operational and functional departments within a hotel. How do these departments work together to ensure a continuous guest experience and efficient hotel operations? [5+5]
14. List out the different career opportunities available in the hospitality industry, and how do they offer growth and development for individuals seeking a career in this field? [10]
15. Analyze the different aspects of the billing system in a hotel, including modes of payment, telephone handling techniques, and guest relations. How do these aspects impact the overall guest experience and the financial success of the hotel? [10]

SECTION D: CASE STUDY (15 MARKS)

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

Kitchen Operations in a Five-Star Hotel

Introduction: The kitchen of a five-star hotel plays a crucial role in providing high-quality dining experiences to guests. It is a dynamic and busy environment that demands precision, attention to detail, and teamwork. This case study will explore the kitchen of a five-star hotel, its organizational structure, operations, and challenges faced by the kitchen staff. It will also address the critical aspects of food safety and hygiene.

Organizational Structure and Operations: The kitchen of a five-star hotel is typically organized into different sections, each with a specific function. The sections include the cold kitchen, hot kitchen, pastry kitchen, butchery, and stewarding. The executive chef is responsible for the overall management of the kitchen, and the sous chefs and section chefs oversee the operations of their respective sections. The kitchen staff comprises cooks, Commis, kitchen helpers, and dishwashers.

The cold kitchen is responsible for preparing cold appetizers, salads, and desserts. The hot kitchen is responsible for preparing hot appetizers, soups, main courses, and accompaniments. The pastry kitchen is responsible for preparing cakes, pastries, and desserts. The butchery is responsible for preparing meat, poultry, and fish. The stewarding section is responsible for cleaning and maintaining the kitchen, equipment, and utensils.

The kitchen operates on a 24/7 basis, and the staff works in shifts to ensure the kitchen is always operational. The staff starts their day with a briefing from the executive chef, where they are informed of the menu and the tasks for the day. The staff works in a highly synchronized manner, with each section working independently but in coordination with each other.

Challenges Faced: One of the significant challenges faced by the kitchen staff is managing the volume of food preparation and service. The kitchen serves not only the hotel guests but also caters to events and conferences. This demand requires the staff to maintain high levels of efficiency and quality while under pressure. The kitchen staff must ensure that the food is prepared and served on time while maintaining the high standards expected of a five-star hotel.

Another challenge faced by the kitchen staff is maintaining food safety and hygiene. The kitchen staff must adhere to strict guidelines and regulations to ensure that the food is safe for consumption. This includes regular cleaning of the kitchen and equipment, proper handling of food, and ensuring that the food is stored at the appropriate temperature.

Food Safety and Hygiene: Food safety and hygiene are of utmost importance in a five-star hotel kitchen. The kitchen staff must adhere to strict guidelines to ensure that the food is safe for consumption. This includes regular cleaning of the kitchen and equipment, proper handling of food, and ensuring that the food is stored at the appropriate temperature. The kitchen must have a pest control program in place to ensure that the kitchen is free from pests that could contaminate the food.

Questions

- What are the different sections in a five-star hotel kitchen, and what are their functions? [5]
- What are the challenges faced by the kitchen staff, and how do they manage them? [5]
- Why is food safety and hygiene crucial in a five-star hotel kitchen, and what measures are taken to ensure it? [5]

THE END

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

Roll.No.....

Subject: English
Full Marks: 100 Pass Marks: 50

Code: BTTM 414/314
Time: 3: 00 Hours

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

Tick the best answers.

1. "My sister speaks good English". Which word is verb?
a. sister
b. my
c. speaks
d. good
2. The number of globetrotters has increased after the Second World War. (Meaning of the underline idiom)
a. Foreign countries
b. Great persons
c. People of importance
d. Travelers around the world
3. Find the synonyms to the word fostering
a. neglecting
b. nurturing
c. ignoring
d. safeguarding
4. Choose the correct figure of speech in the following sentence:
'The wind lies asleep in the arms of dawn'.
a. Metaphor
b. Hyperbole
c. Personification
d. oxymoron
5. She looks after the child. (Select the correct passive form of the given sentence)
a. The child is looked after by her.
b. The child were looked after by her.
c. The child are looked after by her.
d. None of these.
6. He said to her, "What a cold day!" (Identify the correct reporting sentence)
a. He told her that it was a cold day.
b. He exclaimed that it wasn't cold day.
c. He exclaimed sorrowfully that it was a cold day.
d. He exclaimed that it was a very cold day.
7. He gave a talk the causes of dengue fever. (Select the correct preposition)
a. at
b. in
c. between
d. on
8. The figure the speech in the line 'For words, like Nature, half reveal' is
a. Metaphor
b. simile
c. alliteration
d. personification
9. "Water water every, but not a drop to drink", is an example of which figurative language?
a. Symbol
b. simile
c. personification
d. irony
10. When an author uses words that appeal to our one or more senses is termed as:
a. personification
b. simile
c. imagery
d. metaphor

11. "The moon was resting in the midnight sky", is the best example of which one figure of speech?
- a. metaphor
 - b. personification
 - c. refrain
 - d. alliteration
12. The poet wanted to stop by the woods..... (Stopping by woods on a snowy evening)
- a. to take rest
 - b. to reach his destination
 - c. to avoid a stormy night
 - d. to enjoy the scene
13. Keeping errors At Bay is written by.....
- a. Bertrand Russell
 - b. Bertrand Johson
 - c. Bertrand Watson
 - d. Bertrand Ruselea
14. Choose the option which has got the wrong spelling.
- a. interference
 - b. Encouragement
 - c. legitimate
 - d. diseppointment
15. Please my humble present.
- a. except
 - b. accept
 - c. except
 - d. None of them

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

Answer any **EIGHT** questions:

1. What is intelligence, anyway? Explain according to Isaac Asimov.
2. Explain the given line. (Piano)
Down in the flood of remembrance, I weep like a child for the past.
3. Summarize the poem "The Clock Tower" in one paragraph.
4. Is skeptic nature is good? Explain in the context of the story ("If not Higher")
5. Write a critical appreciation of the poem "Where the Mind Is Without Fear".
6. How do you feel about the strange title of Feynman's essay? Do you think it captures the point Feynman is trying to make about life and education? ("Surely you're Joking MR. Feynman!")
7. How many times did he think about the dealer? Did he change his thoughts each time? (Third Thoughts)
8. What does the story the telegram on the table tell about Nepali society?
9. Summarize the story in one paragraph "The Brave Little Parrot".
10. Write down the questions raised by Yaksha to Yudhishthira's along with answers.

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

Answer any **THREE** questions:

11. While reading the "The Wretched stone", has it occurred to you that this is actually an allegorical tale about the corrupting influence of television? Explain.
12. Apply four level of interacting with the text to "A 1996 Commencement Speech" by Salman Rushdie
OR "The Telegram on the Table".
13. Is marriage is social affair or private affair? Explain it with a context of story "Marriage Is a Private Affair".
14. Write a book review you have read recently.
15. Sketch the character of Uncle Buscabatas or Mr Knowall. (The Stub book/ Mr. Know all)

SECTION D: CASE STUDY (15 MARKS)

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

Hari is pursuing BBA and shares a room with you in the private hostel. He desperately needs a job after completing his course because of educational loan and weak economic background. In his last two semesters, he couldn't secure good grades due to serious illness. In current semester he has to secure good marks at any cost to satisfy minimum criteria for placements.

Few days before the final semester exam, he comes to you and asks for money. He is stressed and nervous. He tells you about his plan to purchase semester papers to clear the exam and convinces you for the same by giving reference to his bad health, family status and his education loan.

- a. In such circumstances, would it be right to lend money to him?
- b. Identify the moral dilemma faced by you.
- c. Analyze your role and duties as a friend, also suggest your course of action.

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 415/315
Time: 3: 00 Hours

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

Tick the best answers.

1. Buyers who purchase product for immediate consumption is known as
 - a. individual consumer
 - b. industrial customer
 - c. regular customer
 - d. all of the above
2. Which one of the followings method of sales promotion is included in sales promotion methods?
 - a. Trade promotion
 - b. Consumer promotion
 - c. Sales force promotion
 - d. All of the above
3. Which one of the followings level does not include in product?
 - a. Core product
 - b. Actual product
 - c. Convenience product
 - d. None of the above
4. Which one of the following stages involve in product life cycle?
 - a. Introduction
 - b. Maturity
 - c. Growth
 - d. All of the above
5. Those products that are purchased by customer for conducting further business activities or resale are known as:
 - a. industrial product
 - b. consumer product
 - c. manufacturing product
 - d. none of the above
6. Product line is.....
 - a. group of closely related product
 - b. fulfils diversify needs of consumers
 - c. production of unrelated products
 - d. all of the above
7. External environment does not provide.....
 - a. opportunity
 - b. threat
 - c. weakness
 - d. none of the above
8. Internal environment does not provide.....
 - a. strength
 - b. weakness
 - c. opportunity
 - d. all of the above
9. Line extension strategy is the strategy of:
 - a. branding
 - b. packaging
 - c. labeling
 - d. all of the above
10. Which one of the following components include in internal environment?
 - a. Organizational policy
 - b. Organizational culture
 - c. Organizational structure
 - d. All of the above
11. Which one of the following components does not include in marketing mix?
 - a. Product
 - b. Profit
 - c. Price
 - d. Promotion

12. Which one of the following concepts starts its activity from target market?
- a. Production
 - b. Product
 - c. Selling
 - d. Marketing concept
13. Segmentation of market means:
- a. acquisition of market
 - b. merging of market
 - c. dividing total market into homogeneous market
 - d. none of the above
14. Which one of the following concepts of marketing describes the requirement of promotion in marketing?
- a. The production concept
 - b. The selling concept
 - c. The product concept
 - d. None of the above
15. Which one of the following components of promotion is not included in promotion?
- a. Advertising
 - b. Sales promotion
 - c. Personal selling
 - d. Pricing

Mid-West University
Examinations Management Office
Surkhet, Nepal
End-Semester Examination-2080
Bachelor of Travel and Tourism Management (BTTM)
Semester - I

Subject: Principles of Marketing

Code: BTTM 415/315

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. Discuss the different components of marketing mix.
2. Explain the types of consumer product.
3. What are the major challenges of marketing in this 21st century?
4. Explain the consumer buying process.
5. Discuss the scope of marketing environment in Nepal.
6. Explain the internal records system of MKIS.
7. Describe the cost-based pricing approach.
8. State the areas for marketing research.
9. Explain the levels of product.
10. Define advertising. What are the objectives of advertising?

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

Answer any **THREE** questions:

11. Discuss any three concepts of marketing.
12. Explain the segmentation variables for consumer markets.
13. State reactive and proactive components of marketing environment in Nepal.
14. What are the factors affecting consumer buying decision? Explain
15. Discuss the sales promotion tools and techniques of marketing.

SECTION D: CASE STUDY (15 MARKS)

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

Bhat- Bhateni Superstore has now become a brand of its own with an excellent reputation. It now occupies four floors with a wide range of products and services. In the main building, the ground floor has grocery items, cosmetics and toiletries while the first floor has kitchenware and electronics. The second floor has exclusive readymade garments for men, women and kids whereas the third floor has an assortment of sarees, shoes, luggages and blankets.

On the premises of the superstore, there are other stores like a jewellery store, a perfume and watch store, bakery, an ice-cream parlor, cybercafé, laundry store, fresh vegetable store and other stores for flowers and gift items. It makes sure that every single product in the store is of optimum quality and has the best price.

Its mantra is "customer is God" and its basic marketing strategy is customer satisfaction. This policy is the major factor behind its success.

Bhat-Bhateni Superstore introduces discounts and schemes time and again to keep customers happy and satisfied. Through marketing policies, the message put across is that the products have excellent quality and 100 percent guarantee on prices.

Bhat-Bhateni Superstore caters to customers from all segments of society, be it expatriates, locals and tourists and believes in giving the best customer service possible. This store in fact was the first to have an elevator and plans to introduce many new ideas in the upcoming projects. The store has a team of people who select the best products from all over the world and make sure that only the best is found in the store.

Gurung has opened 8 branches in Kathmandu and one branch in Pokhara. Further branches are planned. Bhat-Bhateni Superstore has certainly proved to be a dream worth lived and a mall worth the money spent. With the best in quality and the best in pricing, Bhat-Bhateni Superstore is certainly the pioneer shopping mall of the country.

Questions:

- a. Describe the product mix of Bhat-Bhateni Super Store.
- b. What factors are responsible for success of Bhat-Bhateni?
- c. What are the strengths and weaknesses of Bhat-Bhateni in retailing?
- d. What future course should Mr.Gurung take for Bhat-Bhateni?

THE END

Mid-West University
Examinations Management Office
Surkhet, Nepal
End-Semester Examination-2080
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 416/316
Time: 3: 00 Hours

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

Tick the *best* answers.

1. In _____ Thomas Cook started tours start in the UK.
 - a. 1941
 - b. 1841
 - c. 1840
 - d. 1842
2. Which one of the followings is not a characteristic of a tourist?
 - a. Earning activities
 - b. Visiting friends and relatives
 - c. Involvement in activities and attraction
 - d. Temporary stay
3. What is the role of amenities in a tourist destination?
 - a. Generate the visit to the destination
 - b. Accommodate tourist during the stay
 - c. Reduce tension between visitors & residents
 - d. Support travel
4. Which one of the followings is not a typical example of online travel agency?
 - a. Goibibo
 - b. Expedia
 - c. Yeti Travels
 - d. booking.com
5. _____ is not a symptom of altitude sickness?
 - a. Frequent urination
 - b. Headache
 - c. Dizziness
 - d. Loss of appetite
6. The first successful ascent to Mt. Everest was held in _____.
 - a. 1853
 - b. 1953
 - c. 1942
 - d. 1945
7. Mt. Machapuchare lies in _____.
 - a. Langtang range
 - b. Mahalangur range
 - c. Annapurna range
 - d. Rowling range
8. 'Mountaineering Expedition Rules' was published by Government of Nepal in _____.
 - a. 2059 BS
 - b. 2064 BS
 - c. 2072 BS
 - d. 2035 BS
9. Which one is the least preferable season for rafting in Nepal?
 - a. Dec-Jan
 - b. Mar-Jun
 - c. Jul-Aug
 - d. Sep-Oct
10. Arun River lies in _____.
 - a. Karnali river system
 - b. SaptaKoshi
 - c. SaptaGandaki
 - d. None of Above
11. One of the followings is not an air-based tourism product. Find that out.
 - a. Hot air ballon
 - b. Mountain flight
 - c. Scuba diving
 - d. Paragliding

12. Which one of the below mentioned vehicles should be recommended if the group size of tourist is 10?
- a. Car
 - b. Jeep/Van
 - c. Hiace
 - d. Coaster
13. Which one of the following frontier formalities is performed at the last in the context of arrival in a destination?
- a. Baggage claim
 - b. Custom clearance
 - c. Immigration formalities
 - d. Medical clearance
14. For international travel, an individual needs to have _____
- a. air ticket
 - b. passport
 - c. visa
 - d. all of above
15. The transfer procedure includes
- a. arrival transfer
 - b. transit
 - c. departure Transfer
 - d. both arrival and departure transfers

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Subject: Travel Service Operation Management I

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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. Write about tour operators and also describe its types.
2. Differentiate between ready-made and tailor made itineraries .
3. Write about trekking and also describe the various types of trekking in Nepal.
4. What are the factors that affect the selection of a campsite?
5. Mountaineering tourism is an important economic activity in Nepalese tourism. Justify.
6. Explain any five major rafting rivers of Nepal with their grades, features and specifications.
7. Write about the aerial tourism activities that are not available in Nepal.
8. Describe the importance of transportation from national and international perspectives.
9. Define visa and explain its various types.
10. What should be the contents in a tour briefing? Also mention the importance of tour briefing for the tourists.

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

Answer any **THREE** questions:

11. What do you mean by transfer procedure? What are the things to be done before, during and after the arrival of the guest?
12. Define tour itinerary. What are the points to be considered while preparing an itinerary?
13. What are the stages of developing and planning a tour costing? Highlights the significance of profit margin in package tour.
14. 'Rafting is the best form of sustainable tourism activity'. Elaborate the statement.
15. Explain frontier formalities and its various steps in detail.

SECTION D: CASE STUDY (15 MARKS)

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

Last November, at the time when Non-Resident Indians (NRIs) usually head home to India for eagerly awaited family reunions, seven Punjabi immigrants in Italy led a protest against the fake travel agents in India who had brought them from Punjab to the province of Latina. The hapless young men marched to the provincial command of the Carabinieri (Italian police) and shared the nightmare they had been through on the 'donkey route' or illegal immigration route to Italy that had been organized by the fake travel agents. They had paid these traffickers anywhere between Rs 8 lakhs and Rs 21 lakhs to get to Italy, but then had found themselves trapped and exploited in the kiwi farms of Latina.

Even as these seven men protested, thousands of young people across Punjab were gathering funds and documents in preparation for emigration. Many of them would later learn that the travel agencies they trusted had set them on donkey routes to Italy too. Given that Punjab is grappling with the issues of a drug menace, an agrarian crisis and a high rate of unemployment, it is no surprise that the state has seen a 25% to 30% increase in the establishment of travel agencies over the last few years, according to Kuljit Singh Hayer, president of the Punjab Travel Agents Association.

"This is because of the rise in student visa and work visa options available in countries like Canada, Australia, the US and the UK, among others," Hayer said. But the state has seen an even bigger boom in fake travel agencies, particularly in the rural areas of Punjab, where brokers send young men and women to countries like Romania, Serbia, Malta and even war-affected Ukraine, from where the donkey routes take them to western Europe.

"This is an alarming trend and it has been flourishing right under the noses of the administration and the police," said Hayer. According to data from the Punjab government, there are more than 7,200 travel agents across the state. The Punjab Travel Agents Association has 105 registered travel agents as its members, while Jalandhar district alone accounts for more than 1,400 travel agents.

But nobody knows how many fake travel agencies exist and who the people behind them may be. They only know that these agencies move from village to village, staying at each one only for a short time.

Hayer believes that the only way to keep track of fake travel agents in the villages is to involve the village heads or Sarpanches. "The Sarpanches should inform the police about any fake travel agent or touts operating from their villages," Hayer said. "Such illegal travel agents operate from houses, not offices. The Punjab police should be more efficient in villages."

- a. What were the problems faced by the NRIs?
- b. What measures could have been done to avoid such problematic situations?
- c. If you were a managing director of registered travel agency based in that locality, how you would have dealt with the situation.

THE END