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

Roll.No.....

Subject: Marketing for Travel and Tourism
Full Marks: 100 Pass Marks: 50

Course Code: BTTM 461
Time: 3: 00 Hours

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

Tick the best answers.

1. The final stage in the Consumer Decision Making model is _____.
a. pre-purchase
b. post-purchase
c. evaluation of alternatives
d. purchase
2. These are the special characteristics of travel and tourism services?
a. Seasonality, High Fixed Cost and Interdependence of Tourism product
b. Intangibility, Perishability and Inseparability
c. Both A and B
d. None of the above
3. In Production Concept profit is made through well-made quality products.
a. True
b. False
4. What is the process of dividing a total market into different groups?
a. Niche market
b. Target market
c. Market segmentation
d. All of the above
5. Marketing is a process which aims at _____.
a. production
b. profit-making
c. the satisfaction of customer needs
d. selling products
6. The buying process starts when the buyer recognizes a _____.
a. product or service
b. shop or market
c. need or problem
d. money or status
7. In tourism industry and tourism marketing, travel agent is known as?
a. spoke person
b. negotiator
c. intermediaries
d. agent
8. This P is not a part of the 7Ps of marketing mix.
a. Promotion
b. Price
c. People
d. Purpose
9.is only the marketing mix element that generate revenue.
a. Product Mix
b. Place Mix
c. Promotion Mix
d. Price Mix
10. _____ is the environment in which the service is delivered and where the firm and customer interact and any tangible components that facilitate performance or communication of the service.
a. Physical evidence
b. Process
c. Place
d. People

11. Market segments must have all the following characteristics EXCEPT being:
- a. measurable
 - b. reasonable
 - c. accessible
 - d. actionable
12. Any paid form of nonpersonal presentation and promotion of ideas, goods or services by an identified sponsor is called _____
- a. sales promotion
 - b. direct marketing
 - c. advertising
 - d. public relation
13. Each Culture contains smaller _____, or groups of people with shared value system based on common life experience and situations.
- a. attitudes
 - b. motives
 - c. subculture
 - d. beliefs
14. The three Es of event marketing are:
- a. entertainment, excitement and enterprise
 - b. experience, exposure and eagerness
 - c. excitement, enthusiasm and eagerness
 - d. none of the above
15. When a visitor travels in his country of residence, he is a _____ visitor.
- a. domestic
 - b. international
 - c. inbound
 - d. out bound

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

Answer any **EIGHT** questions:

1. Define Tourism Marketing and outline the features of tourism market for tourism business? [2+3]
2. Define service. Explain the particular characteristics of travel and tourism services in brief? [2+3]
3. Explain Holistic Marketing Concept. [5]
4. In your own words what does the interdependence of tourism products mean? Show their uses? [5]
5. What is distribution and what are the distribution channels used in travel and tourism business? [2+3]
6. Highlight the current trends affecting tourism and hospitality industry of Nepal? [5]
7. Write the process of effective market segmentation and their used? [5]
8. What is public relation? Highlight the objectives of public relation and their benefit. [2+3]
9. What are the prerequisites of event marketing? Explain with relevant examples. [5]
10. Describe any promotion activities of tourism industry that has caught your attention in the recent past and discuss the objectives of promotion. [5]

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

Answer any **THREE** questions:

11. Define Marketing Mix. Explain 7Ps of Service marketing in brief. [3+7]
12. Buyer Behavior Analysis is a problem-solving process, explain. [2+8]
13. What is market segmentation and why is it important for effective marketing in the tourism business? Discuss the criteria for market segmentation with relevant examples. [2+4+4]
14. What is promotion? What are the determinants of promotion mix? [3+7]
15. One Million plus tourist can either create one million opportunities or one million headaches. Is tourism industry a part of the problem or the solution for a country like Nepal? Discuss [10]

SECTION D: CASE STUDY (15 MARKS)

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

“Tourism in Nepal”

Introduction

Nepal boasts an abundance of natural and cultural tourism products that are unparalleled in the global marketplace. In addition to the famed trekking and mountaineering, the people of this small Himalayan landlocked country are steeped in religious and cultural traditions. The natural and cultural landscapes are the major lure as visitors are captivated by the intangible and tangible heritage reflected by more than thirty indigenous groups. Compared to other destinations, international visitors were first granted access in the early 1960s. Since the early years when several thousand visited, international arrivals had soared to almost 500,000 in the late 1990s. The tourism industry is a vital sector of the economy that contributes 5.3% to the gross domestic product. Additionally, the industry contributes 1.06 million jobs direct and indirect employment. (World Travel and Tourism Council, 2021) The government of Nepal has accorded tourism a

priority area and demonstrated proactive measures to expand and increase visitor arrival. The establishment of the Nepal Tourism Board in 1998 was a major milestone as this agency is responsible for destination marketing, diversifying and improving the quality and service of tourism products. The creation of park and protected areas is another commendable highlight whereby 18% of total land is protected. (Source: NTB). The network of protected areas is a major pull factor for visitors interested in trekking and other outdoor recreation activities. The majority of all visits occur in four protected areas, Royal Chitwan National Park, Sagarmatha National Park, Langtang National Park, and Annapurna Conservation Project Area. Besides parks and protected areas, the country is rich in historic and religious sites, most notably in the capital, Kathmandu. A multitude of historical monuments and shrines cluster in various sections of the Kathmandu Valley and are major cultural and heritage attractions. Some of the attractions are almost 2500 years old. In addition to a culturally rich built heritage, religion is embedded in the social fabric and sacred sites are omnipresent throughout the country. The ancient Hindu religion is interwoven in societal norms and values. The country has been alleged to have the most temples and monasteries per capita in the world. Religious shrines and deities are worshipped on a daily basis with great harmony intertwined with the dominant Hindu religion alongside Buddhism. The plethora of natural and cultural attractions offers an inviting image of Nepal that has attracted visitors from all corners of the globe. A majority of the attractions are extremely unique and pose universal value. Seven specific sites within the Kathmandu Valley, and the birthplace of Lord Buddha in Lumbini have been designated as World Heritage Sites under the Culture criteria by United Nations Educational, Scientific and Cultural Organization. Concurrently, two National Parks have been designated as World Heritage Sites under the Nature criteria. The significance of such accolades by an international organization bodes well for the tourism industry. However, such sites have fallen under duress largely due to ineffective governmental policies, management and most importantly, financial will and capital to maintain the cultural and natural integrity of the sites. In addition, the pressures of modernization, increases in population, development encroachments and pollution have all contributed to the deterioration of the sites, especially in Kathmandu.

World Heritage Convention and Nepal

Nepal ratified the Convention in June 20, 1978 and in the following year two sites (Kathmandu Valley and Sagarmatha National Park) were inscribed as World Heritage Sites. The most recent site to be inscribed was the birthplace of Lord Buddha in Lumbini in 1997. The following are World Heritage Sites in Nepal: Kathmandu Valley (single site) (1979) Criteria: Culture

- Kathmandu Durbar Square
- Patan Durbar Square
- Bhaktapur Durbar Square
- Swayambhu Nath Stupa
- Boudha Nath Stupa
- Pasupati Nath Temple
- Changu Narayan Temple

Sagarmatha National Park (1979) Criteria: Natural

Royal Chitwan National Park (1984) Criteria: Natural

Lumbini (Birthplace of Lord Buddha) (1997) Criteria: Cultural

The Kathmandu Valley site actually consists of seven monument zones and qualified as a single site under the Culture Criteria. This composite site of seven monument zones has a total of 131

monuments that comprises of numerous shrines, temples, monasteries and palaces. Sagarmatha National Park qualified as a Natural Site, and is home to Mt. Everest, the world's highest mountain as well as the indigenous Sherpa people. The park is amongst the majestic grandeur of the Himalayan Mountain chain and includes of a wide array of biodiversity. The Royal Chitwan National Park qualified as a Natural Site and lies in the subtropical southern region of the country. Besides the rich flora and fauna, the Park is home to the endangered single-homed Asiatic rhinoceros, the Bengal tiger, elephants and a wide variety of birds and butterflies. It is also the country's first National Park, established in 1973. Finally, the birthplace of Lord Buddha (Cultural Site) born in 623 B.C. in Lumbini is a major center for Buddhist and other pilgrims. Overall, there is impressive diversity of World Heritage Sites in Nepal and international visitors tend to visit most of these sites, as the flow of tourist distribution begins in the capital, Kathmandu and then disperses to the mountain communities.

Conclusion

Within the context of Nepal, the designation of World Heritage Site has influenced conservation of cultural, historic and natural sites. However, there are major issues that need to be examined and realistic solutions need to be implemented. The imminent issue is the monument zones within the Kathmandu Valley that require major reassessment, long term planning and most importantly, enforcement of action plans. Nonetheless, the political instability in the government is not promising and fosters lack of a commitment to enforce legislation and zoning mandates. Also, another key issue relates to financing for general cultural heritage management. Various ideas were discussed but Nepal need extensive planning, promotion and branding of these sites to be internationally visible. If in fact, sites are global icons as designated by World Heritage Sites, the international community should make substantial financial contribution through UNESCO World Heritage to assist with the conservation and sustainability of the sites for future generations of the world. The role of tourism is value-added to the site and could be instrumental in generating revenues for the community as well as for protection and maintenance of the sites. Although there is the assumption that designation of a site generally leads to increased tourist visitation, however empirical research is lacking to support this contention. Needless to say, the brand is significant and can be used for marketing of the sites as well as individual destinations and countries.

Questions

- a. What are the key learning points of Nepalese Tourism industry from the case? [5]
- b. What will your segmentation, Targeting and positioning strategies be? [5]
- c. Develop a promotion campaign around the theme "Naturally Nepal - once is not enough". [5]

THE END

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Roll.No.....

Subject: Air Cargo Management
Full Marks: 100 Pass Marks: 50

Course Code: BTM 462
Time: 3: 00 Hours

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

Tick the best answers.

1. Freight Forwarder is the
 - a. cargo agent
 - b. consignee
 - c. shipper
 - d. ocean freight
2. Heavy Cargo is
 - a. 150 kgs and above per piece
 - b. 250kgs and above per piece
 - c. 50 kgs and above per piece
 - d. all of the above
3. CZ is the two letter code for
 - a. China Eastern airlines
 - b. China Southern Airlines
 - c. Air China
 - d. northern china
4. LHO refers to
 - a. Long Human Organ
 - b. Live Human Organ
 - c. Little Human Organ
 - d. short human organ
5. OBX stands for
 - a. obnoxious cargo
 - b. oversized cargo
 - c. overseas cargo
 - d. over cross cargo
6. Brussels city falls under
 - a. IATA area 1
 - b. IATA Area 2
 - c. IATA Area 3
 - d. IATA area 4
7. Applicable additional surcharge percent on Normal GCR in VAL shipped from KTM to NRT is
 - a. 150%
 - b. 175%
 - c. 200%
 - d. 125%
8. TRM is
 - a. transfer manifest
 - b. transport manifest
 - c. travel manifest
 - d. translate manifest
9. NOTOC stands for
 - a. notification to captain
 - b. notice to crew
 - c. nomination to custom
 - d. nominatica to conifest
10. As per Montreal convention maximum limit of cargo compensation is
 - a. SDR 19
 - b. SDR 12
 - c. SDR 25
 - d. SDR 30
11. AOG stands for
 - a. airport on ground
 - b. Aircraft on Ground
 - c. Aeronautic on Ground
 - d. Airport organization group

12. House Air waybill is issued for
- a. Special Cargo
 - b. Consolidated cargo
 - c. Dangerous Goods
 - d. Special zoon
13. Documentary Credit is issued
- a. to provide credit to consignee
 - b. as a solution of payment term between shipper and consignee
 - c. as an agreement of credit business between shipper and consignee.
 - d. non of the above
14. WET cargo is
- a. Perishable Cargo
 - b. Vulnerable cargo
 - c. Semi precious Cargo
 - d. Non perishable cargo
15. DIP stands for
- a. diplomatic mail
 - b. duplicate mail
 - c. discounted mail
 - d. diplomatic idea program

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

Answer any **EIGHT** questions:

1. Explain the term Cargo highlighting the means of multimodal transportation in Cargo Operation.
2. Explain and relate the role of Freight forwarder, Shipper, consignee and a carrier in air cargo Operation.
3. "Logistics is a part of supply chain" "Justify the statement.
4. Elaborate any five cargo rates in practice.
5. What is HEA? What are the things to be considered while handling HEA?
6. Why is HUM a sensitive cargo? Explain HUM handling procedure.
7. What is ULD? Explain any 4 ULDS.
8. Explain the term U/Baggage and LHO.
9. What is Air waybill? Mention any 5 functions of Air waybill and their used.
10. Encode the airports BRU, MUC, MXP, ORD, PVG, IST, JFK, and YYZ.

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

Answer any **THREE** questions:

11. Define INCOTERMS explaining any 5 incoterm useful in Air cargo.
12. Explain DG with classifications.
13. Explain the term AVI and mention AVI handling procedures in detail.
14. Define VAL and PER with Handling procedures.
15. How does cargo get missing? Explain cargo tracing procedure.

SECTION D: CASE STUDY (15 MARKS)

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

Jackson and sons, regular importer of Nepalese hand knotted carpets from Nepal to New York City has nominated Everest Cargo services to ship their shipments from Nepal. The scope of service for Everest cargo Services is to hand over shipment to the carrier along with required documents after custom clearance in Kathmandu TIA cargo warehouse. Consignee takes care of the shipment afterwards to reach up to final destination and take delivery. Mark Jackson, the chairman of the company in USA is in Nepal and travelling back to his hometown with a pet dog and carpets.

Total gross weight of 15 bale carpets is 1600kgs and dimensions taken for each packet in Centimeters are as follows: 130X30X30=07Pcs, 110X15X15=01pc, 102X10X10=07Pcs. IATA TACT rate for +500 kgs is NPR. 600 and +1000 kgs is Npr. 550 per kgs.

Total gross weight of a pet Dog is 30 kgs and Dims of the box in Cm is 80X60X60. Normal rate for dog in IATA TACT is Npr. 1350 per kgs.

Other applicable charges are Fuel surcharge – Npr. 20per Kg, Security Surcharge Npr. 10 per kg, miscellaneous surcharges Npr. 30 per kg. Freight amount is to be paid by consignee at destinations. Shipments are sent under two separate air waybill as carpets qualify under GSR and Pet Dog under Class rate. Consignee takes delivery of both shipments within allocated time frame, same day of arrival

for pet Dog and after 5 days for carpets to avoid fine imposed by destination custom warehouse for shipments delivered after 7 days of arrival.

Questions:

- a. What are the documents required to ship the both shipments from Nepal? What is the charge applicable of shipment custom cleared after 7 days of time frame of arrival date at destination?
- b. Is the payment mode pre-paid or charge collect? Calculate the freight charges for both shipments.
- c. Make dimension calculations and mention gross weight, volume weight and chargeable weight for both shipment. Mention the Incoterm applicable in above case based on transfer of risk.

THE END

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Roll.No.....

Subject: Event Management
Full Marks: 100 Pass Marks: 50

Course Code: BTM 463
Time: 3: 00 Hours

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

Tick the best answers.

1. One of the current trends of meeting industry is not
 - a. to have hybrid events
 - b. to shorten the inaugural program
 - c. to increase event budget
 - d. all of the above
2. Which statement is correct?
 - a. It is almost impossible for an event manager to have all the expertise in every field within purview of event management.
 - b. It is a must for an event manager to have all the expertise in every field within purview of event management.
 - c. All of the above
 - d. None of the above
3. _____ are presented in conference by the presenter
 - a. Pamphlets
 - b. Proceedings
 - c. Papers
 - d. Pens
4. Financial resource for holding conference / conventions may be
 - a. government
 - b. self
 - c. sponsor
 - d. all of the above
5. The correct statement is
 - a. gimmick is widely used in conference
 - b. team building boosts productivity
 - c. all the banners are backdrops
 - d. decoration does not have any significant role in beautifying ambience.
6. For interaction programs, which one of the following room layouts is suitable?
 - a. U shaped
 - b. Theater
 - c. Open square
 - d. Crescent style
7. Promotion of events can be done through
 - a. Print media
 - b. Editorials
 - c. Social media
 - d. All of above
8. Which statement is incorrect?
 - a. Trade fair has purely commercial intent
 - b. Exhibition may have commercial intent
 - c. There is no difference at all between Trade fair and Exhibition
 - d. None of the above

9. Which one statement is correct?
- Press Release does not have any significance in event management
 - Press Release can be a part of during event.
 - Press meet is generally conducted immediately after the event.
 - All of the above.
10.mic is mounted or attached to a pole or arm
- Dynamic
 - Gooseneck
 - Boom
 - None of the above
11. Tourism events
- have roles in regional development of Nepal
 - do not have any significance in the regional development of Nepal
 - need to be promoted only by local governments
 - All of the above
12. In case, there are more quality papers received in a conference than allocated numbers, the organizer can accommodate those by
- making a provision of Poster Presentation
 - publishing in the Abstract
 - publishing later in the proceedings
 - All of the above
13. When do the participants evaluate the event?
- During Inaugural function
 - At Valedictory Session
 - While making presentations by the presenter
 - During Technical tour
14. One of the forms of media is
- paid
 - earned
 - own
 - all of the above
15. Why is collective participation better than individual participation in international exhibitions?
- Collective participation create big impact to the visitors.
 - Collective participation is comparatively cheaper.
 - All of the above
 - None of the above

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Course Code: BTTM 463

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

Answer any **EIGHT** questions:

1. Define the term conference and event.
2. What is the main purpose of conducting workshop?
3. Explain the tips, in general, for event decoration for program.
4. Describe the parameters used for evaluating event?
5. What are the important publications and prints used in institutional events?
6. How can you successfully incorporate AV aspect into your event?
7. What are the post event activities and their used?
8. What are the commonly used promotional tools in media promotion? Give example in some cases.
9. List down some essential team work skills in event management and event planning.
10. What may be objectives of participating in the exhibitions by corporate and production housed?

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

Answer any **THREE** questions:

11. What are the general physical requirements for conducting institutional event? Explain with example
12. Explain how do you choose venue and location for conducting any type of event?
13. Prepare a budget for a conference with the theme 'Sustainable Tourism' participating by 175 international participants in a five-star hotel in Kathmandu for five days.
14. Explain, with sketched, the salient features of commonly used room layout in the events.
15. What is event management? What are the point to be considered while preparing events?

SECTION D: CASE STUDY (15 MARKS)

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

Nepali Hindu community is celebrating the auspicious MagheSankranti in near future. The celebrations are planned on a grand scale beginning with the traditional bullfighting in Nuwakot and Dhading districts, as every year. Hundreds of public are going to be seen in Taruka village of Nuwakot district to watch the joyful event. The local sport has been played for over 200 years ago. Ethnic appearances by the women of Tharu and Magar communities are going to be other highlights of the day in terai region.

Maghe Sankranti, which falls on the first day of the Nepali month of Magh as per the lunar calendar, marks the transition of Sun into the Hindu zodiac sign called Makara (Capricorn), putting an end to winter and welcoming the other seasons of the year followed by summer.

As per the tradition, Nepali Hindus visit various holy shrines and rivers to observe traditional pujas and Makar Snan (holy river bath) at the confluence of major rivers on this auspicious day. While the confluence of the holy Kali Gandaki and Trishuli rivers in Devghat hold great significance, devotees also take holy dips at various other rivers. A large number of people from Sunsari, Ilam, Morang, Saptari, Siraha, and Jhapa districts and a good number of people from various places of India gathered at Kankai River for Makar Snan, the tradition that is observed every year.

- a. Who would have planned the celebration?
- b. Is there any environmental aspect supposed to be conserved while celebrating the festival?
- c. How would you make the event more successful?

THE END

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Roll.No.....

Subject: Organizational Behaviour for Travel and Tourism
Full Marks: 100 Pass Marks: 50

Course Code: BTTM 464
Time: 3: 00 Hours

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

Tick the best answers.

1. _____ refers to evaluative statements or judgments concerning objects, people, or events.
 - a. Attitude
 - b. Behavior
 - c. Appearance
 - d. Demeanor
2. _____ refers to a positive feeling about one's job resulting from an evaluation of its characteristics.
 - a. Job satisfaction
 - b. Job design
 - c. Positivity offset
 - d. Constructive dismissal
3. The most important thing a manager can do to raise employee satisfaction is to focus on _____.
 - a. employee pay
 - b. benefits
 - c. work hours
 - d. intrinsic parts of the job
4. _____ is the process by which individuals organize and interpret their sensory impressions in order to give the meaning to their environment.
 - a. Sensation
 - b. Impression
 - c. Perception
 - d. Attribution
5. _____ explains the ways in which we judge people differently, depending on the meaning we assign to a given behavior.
 - a. Attribution theory
 - b. Equity theory
 - c. Object relations theory
 - d. Attachment theory
6. _____ is defined as the processes that account for an individual's intensity, direction, and persistence of effort toward attaining a goal.
 - a. Leadership
 - b. Management
 - c. Motivation
 - d. Emotional labor
7. The _____ theory is also called the motivation-hygiene theory.
 - a. hierarchy of needs
 - b. goal-setting
 - c. self-determination
 - d. two-factor
8. In which one of these types of organizations a manager's role changes from a leader's position to a partner's position?
 - a. Autocratic
 - b. Collegial
 - c. Supportive
 - d. Custodial
9. A mismatch between a personality and its organization may lead to:
 - a. members in an rganization will have a loss of interest
 - b. low job satisfaction and morale
 - c. chaos and confusion
 - d. all of the above

10. The least used communication channel in organization is usually:
- a. upward
 - b. downward
 - c. diagonal
 - d. horizontal
11. _____ embodies a team concept, is based on the principle of mutual contribution by employer and employees.
- a. Autocratic Model
 - b. Custodial Model
 - c. Supportive Model
 - d. Collegial Model
12. A manager with good _____ can make the workplace more pleasant.
- a. communication
 - b. knowledge
 - c. experience
 - d. interpersonal skills
13. Groups created by managerial decision in order to accomplish stated goals of the organization are called
- a. formal groups
 - b. informal groups
 - c. task groups
 - d. interest groups
14. A lack of clarity concerning happened is referred to as:
- a. temporal
 - b. predisposition
 - c. uncertainty
 - d. negation
15. The combination of characteristics or qualities that form an individual's distinctive character is the definition of _____
- a. personality
 - b. motivation
 - c. attitude
 - d. behavior

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Course Code: BTMM 464

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. Explain the concept of organizational behavior. List out the basic assumptions of organizational behavior. [2+3]
2. What are the factors that determine individual behavior? Explain any five major determinants. [1+4]
3. Define perception and explain the factors distorting a person's perception. [5]
4. Define social learning theory. What are the major dimensions of social learning theory. [2+3]
5. Define job satisfaction. Explain the effects of job satisfaction on employees' performance. [2+3]
6. What do you mean by contingency theory of leadership? Critically evaluate the Path Goal theory of leadership. [2+3]
7. What are the stages of Group development? Describe with suitable examples. [2+3]
8. Why is communication within the management group important? Explain the issues confronted by organizations in communication. [2+3]
9. Define organizational change. Examine the objectives and values of organizational development. [2+3]
10. Differentiate between functional and dysfunctional conflict. How could a manager stimulate conflict in his or her organization? Explain. [3+2]

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

Answer any **THREE** questions:

11. What are the major reasons for job satisfaction? What are the primary consequences of dissatisfaction? Explain. [6+4]
12. Differentiate between personality and behavior. How are they related to each other. [6+4]
13. What do you mean by organizational stress? What are the consequences of excessive organizational stress? Discuss. [4+6]
14. Highlight the sources of conflict and discuss the approaches to the management of interpersonal conflict in organizations. [10]
15. Define politics. Why is it important to understand political behavior in organizations? How does politics differ from power [3+3+4]

SECTION D: CASE STUDY (15 MARKS)

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

One of the most successful discount department stores in America is known as Wal-mart stores and is named after its founder Sam Walton. Because of the phenomenal success of these stores, Sam Walton became the richest man in America. Also, because of his leadership, the stores have enjoyed continuous growth and expansion, so that by mid 1980s, the chain had over 700 stores and increasing at the rate of an additional 100 stores per year. Its sales increased annually by over 35% per year and the profits have soared close to 40% per year every year since 1975.

Sam Walton, until he died in 1992, took personal interest in his employees. His managerial philosophy was to get the right people in the right places and then give them the freedom to be innovative to accomplish their tasks. He called his employees as associates and treated them as associates. As per company policy, all associates are eligible for-profit sharing plans, which motivate the employees further. The managers of the stores are required and encouraged to meet with their employees in a social setting to discuss their concerns as well as issues of organizational interest, and this makes the employees feel that their input is taken seriously by management.

Sam Walton himself led a simple life. He did not exhibit any aura about himself, giving the employees a feeling that he was one of them. He and his executives regularly travelled in company owned planes to visit Wal-Mart stores situated at various sites across the country. He met with salesclerks, stock boys, and sales managers to find out what items were popular. He knew most of them by their first names and addressed them so. He initiated 'employee of the month' in all categories and created honor roles for successful stores. This created inner competition requiring extra effort to improve sales and service. This policy gained high respect for him as a leader.

The general administration of the organization is very cost conscious. It only spends about 2% of sales for general administrative expenses. It shops for suppliers at bargain prices all around the world and has built giant warehouses around the country in such a manner so that most stores are within six hours of driving distance from a warehouse. This helps with a better delivery system and reduced inventories at retail stores. Each store prepares monthly financial report which can be studied line by line to look for ways to reduce costs further. These cost savings are passed on to the customers and this in turn generates customer loyalty. Wal-mart slogan of '**Quality you need, prices you want**' has become a generic organizational statement.

Wal-mart with more than 2000 stores at present is faced with tough competition from a similar chain of stores known as K-Mart. However, Sam Walton did not worry about the competition because he felt that his people oriented philosophy of operations and cost cutting efforts without diluting the quality of the merchandise would always meet the competition head-on.

Questions:

- a. What are the major reasons for the company's phenomenal success? Explain those reasons in detail. [5]
- b. How would you describe Sam Walton as an effective leader? Which one leadership theory is consistent with his leadership style? [5]
- c. What factors other than leadership style contributed to the survival and the growth of the organization? Support your reasons. [5]

THE END

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

Roll.No.....

Subject: Peace Tourism

Course Code: BTTM 465

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. When was International Institute for Peace through Tourism (IIPT) established?
 - a. 1960
 - b. 1985
 - c. 1986
 - d. 1990
2. Any violence that leads to destruction of life and property is known as.....
 - a. direct violence
 - b. indirect violence
 - c. symbolic violence
 - d. intra-personal conflict
3. What is one characteristic of a Laissez-Faire leadership style?
 - a. leader gives opinion only when asked
 - b. leader takes charge
 - c. Everyone works together and participates together
 - d. Nobody gives any suggestions or instructions
4. What is the full form of CPA?
 - a. Collaborative Peace Action
 - b. Comprehensive Peace Agenda
 - c. Collaborative Peace Activity
 - d. Comprehensive Peace Agreement
5. What is the full form of IIPT?
 - a. Integrative Initiative of Peace Tourism
 - b. International Institute for Peace Through Tourism
 - c. International Initiative of Peace Talk
 - d. Initiative for Peace and Transition
6. Who is the founder of IIPT?
 - a. Werner Wintersteiner
 - b. Johan Vincent Galtung
 - c. Peter Wallensteen
 - d. Louis D'Amore
7. When is International Day of Peace Celebrated?
 - a. 23rd March
 - b. 26th August
 - c. 21st September
 - d. 9th December
8. What is the full form of UCDP?
 - a. Uppsala Conflict Data Plan
 - b. Uppsala Conflict Data Program
 - c. Uppsala Conflict Dialogue Project
 - d. Universal Contract on Data Presentation
9. When did the Nepalese Civil War ended?
 - a. 1996
 - b. 1999
 - c. 2016
 - d. 2006
10. UDHR (Universal Declaration of Human Rights) was adopted on:
 - a. December 1, 1948
 - b. December 10, 1948
 - c. December 11, 1948
 - d. December 31, 1948

11. What does the term 'peace' mean?
- a. The rejection of weapons of mass destruction.
 - b. The absence of conflict.
 - c. The absence of conflict plus the existence of dialogue, understanding and cooperation.
 - d. None of the above
12. Which one of these is a form of verbal communication?
- a. Shaking hands
 - b. Talking Professionally
 - c. Nodding head
 - d. Tapping fingers
13. The main objective in reducing your ethnocentrism is:
- a. to give up your own culture
 - b. to assimilate into someone else's culture
 - c. to avoid the assumption that your ethnicity is superior to all others
 - d. to learn about a new religion
14. Terrorism can be defined as
- a. the use of violence by one state against another
 - b. indirect justice
 - c. the use of violence, or the threat of it, in service of a broadly political or religious aim
 - d. none of the options
15. Who is the father of Peace studies?
- a. Louis D'Amore
 - b. Johan Vincent Galtung
 - c. Peter Wallensteen
 - d. Gautam Buddha

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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 is peace? Differentiate between Positive Peace and Negative Peace.
2. Define Philanthro tourism with appropriate examples.
3. Explain the four components of Peace tourism.
4. What is Peace education? Write about its significance.
5. Explain the concept of violence.
6. Explain Peace Tourism and their important?
7. What is International Understanding? Why is it important?
8. What is Citizen diplomacy? Mention the Six elements of public diplomacy realm.
9. Enlist some major historical dates in the field of Peace and Peace and Conflict Studies (PACS).
10. Discuss the Nepalese tourism industries after the earthquake and covid 19 .

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

Answer any **THREE** questions:

11. What is Abraham Path Initiative? Elaborate it with the religious reference.
12. Explain Hofstede's Cultural Dimensions Theory with Examples.
13. How is Lumbini Buddhist Circuit connected to the essence of peace tourism? Explain the benefit for tourism industries of Nepal .
14. What is conflict? Explain the stages and types of conflict.
15. What are the Ten Principles of UN Global Compact?

SECTION D: CASE STUDY (15 MARKS)

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

The Impact of 9/11 and Other Terrible Global Events on Global Tourism

Tourism is an important economic sector in many countries. It often is described as a fragile industry in that demand for travel is highly susceptible to numerous shocks, such as wars, outbreaks of deadly contagious diseases, incidents of terrorism, economic fluctuations, currency instability, energy crises, and so on. When people travel, they do not want to be exposed to personal hazards, so safety is a paramount concern of most travelers. Not surprisingly, terrorist incidents and other threats to personal safety—whether they are natural disasters or deadly contagious diseases—reduce people's propensity to travel. Alternatively, some people may opt to change their travel plans and visit destinations where they are exposed to less personal risk. A number of major events have had significant negative impacts on international travel and tourism during the past decade, among them, the terrorist attacks of September 11, 2001 (9/11), the coalition invasion of Afghanistan (October 2001), the Bali bombings (October 2002), the "perfect storm" of the Severe Acute Respiratory Syndrome (SARS) outbreak and the war in Iraq (Spring 2003), the Madrid train bombings (March 2004), the massive, destructive tsunami in the Indian Ocean (December 2004) and the London bombings (July 2005). These various shocks since 9/11 appear to have exerted different impacts on the countries directly affected on neighboring countries and regions, and on the global tourism market (Edmonds and Mak 2005). The United States in particular experienced an immediate and precipitous drop in arrivals of

international visitors, particularly from those flying in from overseas. The initial drop in arrivals immediately following 9/11 in part reflected widespread concern about the safety of international air travel. Economic factors most likely also played a role in reducing travel to the United States in the aftermath of 9/11. Between 2001 and 2002, for example, the global economy experienced a recession that reduced demand for air travel generally. In addition to safety concerns and deteriorating economic conditions, the perception that U.S. visa policy became more restrictive in the wake of 9/11 may also have negatively impacted arrivals. Such perceptions prompted concern within the travel industry that the United States was becoming a less attractive travel destination and was damaging its image abroad (Alden, 2008). Although visa policy itself did not significantly change after 9/11, the security screening procedures that are part of the visa application process were standardized and intensified (Yale-Loehr et al., 2005). After the 9/11 attacks, for example, certain administrative procedures related to visa issuance and entry at the U.S. border were implemented as part of an enhanced travel security protocol.

Questions

- a. What is Tourism Crisis?
- b. Enlist some major safety concerns faced by tourists?
- c. What is tourist safety? How can we ensure it as tourism stakeholders?

THE END