

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

Exam Roll No.....

Subject: Peace Tourism
Full Marks: 100 Pass Marks: 50

Course Code: BTTM 465
Time: 3: 00 Hours

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

Tick the best answers.

1. Who is the father of Peace and Conflict Studies?
 - a. Louis D' Amore
 - b. Johan Vincent Galtung
 - c. Peter Wallensteen
 - d. Gautam Buddha
2. The UN was established on:
 - a. 1st September, 1990
 - b. 28th August, 1977
 - c. 23rd March, 1994
 - d. 24th October, 1945
3. What is the 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 communal father of Judaism, Christianity and Islam?
 - a. Jesus Christ
 - b. Muhammad
 - c. Abraham
 - d. Moses
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. The timeline of Black Death/Black Plague/ Great Mortality in Britain is:
 - a. 1100-1500
 - b. 1348 to 1679
 - c. 1545-1769
 - d. 1900-2000

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. A theory of conflict between class was written by
- a. John Rawls
 - b. Karl Marx
 - c. Thomas Hobbes
 - d. John Locke
12. Which one of these is a form of verbal communication?
- a. Shaking hands
 - b. Talking Professionally
 - c. Nodding head
 - d. Tapping fingers
13. In whose tenure was the UN Global Compact Launched?
- a. Ban Ki-moon
 - b. António Guterres
 - c. Kofi Annan
 - d. None of the above
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. Which one organization is termed as “a Child of first world War”?
- a. League of Nations
 - b. SAARC
 - c. WHO
 - d. UN

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

Answer any **EIGHT** questions:

1. Elaborate the idea of Negative Peace and Positive with appropriate examples.
2. What is Political Stability and how is it related with business? Explain.
3. What are the ten principles of the UN Global Compact?
4. What is Peace education? Write about its significance.
5. What is Abraham Path Initiative? Elaborate it with the religious reference.
6. Write short notes on:
 - a. citizen diplomacy
 - b. philanthrotourism
7. What is international understanding for the growth of peace tourism?
8. Elaborate the positive and negative social impacts of tourism with examples about Nepal.
9. Enlist some major historical date sin the field of Peace and Peace and Conflict Studies (PACS).
10. Elaborate Fullerton and Kendrick's Model of Country Image.

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

Answer any **THREE** questions:

11. What is Citizen diplomacy? Mention the six elements of public diplomacy realm.
12. Explain Hofstede's Cultural Dimensions Theory with examples.
13. What is peace? How is Lumbini Buddhist Circuit connected to the essence of peace tourism? Explain.
14. What is peace education? Mention the role of travel stakeholders like tourism academicians, guides, operators in peace education and peace tourism.
15. What is conflict? Explain the types of conflict according to UCD Pand elaborate its different stages.

SECTION D: CASE STUDY (15 MARKS)

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

Owing to the multidisciplinary, comprehensive, and complex nature, scope and characteristics of tourism (Kottler et al. 2002), it does not have one agreed definition and its discourse is ever evolving. Its definitions from technical, experimental, psychological, conceptual, and recreational perspectives may differ in terms of timeframe of tourists' travels, purpose of their visits and the impacts tourism may have on the socio-cultural, economic and physical environments (Jafari 1977, Burkart and Medlik 1981, Bhatia 1991, Davidson 1998, Theobald 2001 and Shrestha 2008).

However, what is common in all these definitions of tourism is that 'inseparability' prevails as one of the structural characteristics of tourism. The essence of the 'inseparability' implies that services (production and consumption) offered and accepted co-exist in tourism.

In this context, tourism is totally different from the sale of consumer goods, which normally takes place after several days or months of production. Tourists come to the destinations, where the products or services are created and made available for consumptions. The flow of tourists and their requirements are largely influenced by the state of security in host and guest countries. As such, security related risk assessments at various stages of travel are often conducted by tourists before making travel decisions.

There are, however, some tourists who, in search of excitement, even visit places where there are human tragedies, death, disaster and sufferings. These tourists are often known as all centric, risk-takers or war-spotters. Such activities fall under 'than a-tourism' or 'dark-tourism'. However, the occupancy of this category of tourism in mainstream global tourism at present is very low. This shows a strong connection between tourism, political stability, security and peace. Tourism destinations are likely to have fewer options and be less appealing to tourists if they are perceived insecure. Continuous insecurity is a strong deterrent for visitors and generally makes a tourist destination vulnerable. Thus, tourism industry tends to thrive more in peace rather than in conflict (Richter 1997 as cited in Burns and No velli 2007).

The interrelationship between tourism and security has been interpreted largely negatively. This is because tourism by and large thrives in peace, tranquillity and stability in the tourist generating, receiving and transit countries (Mihalic 1996 and Tarlow 2006). Apart from attractions, proper accommodations and convenient accessibility, safety and security are dominantly non-compromise able elements for travel decisions (TTH2004). However, there are not only negative but also some positive relationships between tourism and security.

Required

- a. What is tourism? Explain the holistic definition of tourism in today's world.
- b. Tourism industry tends to thrive more in peace rather than in conflict What is tourist safety? Justify this statement.
- c. What is 'dark-tourism'?

THE END

Mid-West University
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Bachelor of Travel and Tourism Management (BTTM)
Semester - VI

Exam 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. The individual who achieves the goal through other people is
 - a. an individual
 - b. a group
 - c. a manager
 - d. a labor
2. A field of study investigates the impact that individual, group and structure have on behavior within organizations is known as
 - a. organization change
 - b. organization behavior
 - c. organization stress
 - d. organizational politics
3. A study of human behavior in organizational settings is
 - a. individual behavior
 - b. group behavior
 - c. organizational behavior
 - d. none of these
4. This model focuses better employee satisfaction and security. Under this model Organizations satisfy the security and welfare needs of employee:
 - a. custodial model
 - b. social psychology
 - c. anthropology
 - d. political science
5. _____ is the ability of influencing people to strive willingly for mutual objectives
 - a. Motivation
 - b. Control
 - c. Leadership
 - d. Supervision
6. Communication begins with
 - a. encoding
 - b. idea origination
 - c. decoding
 - d. channel selection
7. If everyone who is faced with a similar situation responds to the same way, attribution theory states that the behavior shows _____.
 - a. consensus
 - b. similarity
 - c. reliability
 - d. consistency
8. Beliefs, attitudes, traditions and expectations which are shared by the group members are called:
 - a. group norms
 - b. group communications
 - c. group cohesiveness
 - d. group structures
9. Which of the following is an environmental force that shapes personality?
 - a. Gender
 - b. Height
 - c. Experience
 - d. Brain size
10. Abraham Maslow lower need includes:
 - a. physiological & safety
 - b. security
 - c. social and need
 - d. ego need

11. A two factor theory is also known as
- a. theory X and Y
 - b. motivation hygiene theory
 - c. achievement theory
 - d. ERG theory
12. -----Communication is also known as GrapeVine
- a. Formal
 - b. Informal
 - c. Lateral
 - d. Diagonal
13. According to Need Hierarchy Theory, the human needs are:
- a. limited
 - b. unpredictable
 - c. unlimited
 - d. fulfilled
14. What do we call the view that we can learn both through observation and direct experience?
- a. Situational learning theory
 - b. Classical learning
 - c. Social learning theory
 - d. The Pavlov principle
15. Tensed, insecurity and nervousness are the features of
- a. emotional instability
 - b. agreeableness
 - c. extroversion
 - d. conscientiousness

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Course Code: BTTM 464

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. What is perception? List out the factors affecting perception.
2. Distinguish between extrovert and introvert personality types.
3. What are the most common reasons for unsuccessful teamwork?
4. Define leadership. Explain the traits and qualities that a leader should possess.
5. What is stress? How can managers help to reduce stress in the workplace?
6. Define Job Satisfaction. What are the major reasons of Job Dissatisfaction? Explain.
7. What is communication process? Point out the major elements.
8. Why do employees resist on organizational changes?
9. What is organizational development? Examine the objectives and values of Organizational Development.
10. Identify several specific power tactics in organizations and provide an example of each.

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

Answer any **THREE** questions:

11. Define Organizational Behavior. Why is the study of organization behavior essential for all managers?
12. Define social learning theory. What are the major dimensions of social learning theory?
13. Define organizational conflict. How could it be minimized in the present context?
14. Define Group. Explain the various stages of group development.
15. How does the Maslow's theory of motivation differ from Herzberg's two factor theory? Describe the importance and limitations of these theories.

SECTION D: CASE STUDY (15 MARKS)

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

You are currently a Sales Manager and Sanjeev is your "trusted assistant." You have very similar working styles, and you went to the same college and worked in the tourism industry for several years. Before working in this company, you both worked at a different company and you have this shared history with him. You can trust him to come to your aid, support you in your decisions, and be loyal to you. Because of your trust in him, you do not supervise his work closely, and you give him a lot of flexibility in how he structures his work. He sometimes chooses to work from home, and he has flexibility in his work hours, which is unusual in the department.

Now you decided to promote him to be the assistant Sales Manager. However, when you shared this opinion with someone else in the department, you realized that this could be a problem. Apparently, Sanjeev is not liked by his colleagues in the department and is known as an "impression manager." Others view him as a loafer, dumbest when you are not around, and the fact that he gets the first pick in schedules and gets the choice assignments causes a lot of frustration on the part of others. They feel that you are playing favorites.

- a. What would you do?
- b. Would you still promote him?
- c. How would you address this unpleasant situation within your department?

THE END

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Exam Roll No.....

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

Course Code: BTTM 463
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 documents is suitable for the participants to decide to attend a session in conference?
 - a. Proceeding
 - b. Abstract
 - c. Brochure
 - d. Pamphlet
2. The objective holding event is
 - a. problem solving
 - b. bring about civic awareness
 - c. showcasing talents
 - d. all of the above
3. The incorrect statement is
 - a. all the banners are backdrops
 - b. conference is more formal than convention
 - c. convention is more formal than conference
 - d. decoration may have any significant role in beautifying ambience.
4. What is gimmick in the context of exhibition?
 - a. It is an activity to distract visitors
 - b. It is only a culture program performed by exhibitor
 - c. It is one of the tools to attract exhibitors
 - d. It is an activity to attract visitors
5. The financial resource for holding conference / conventions may be
 - a. in kind
 - b. in cash
 - c. none of the above
 - d. all of the above
6. One of the current trends of meeting industry is
 - a. to skip inaugural program
 - b. to have hybrid events
 - c. to increase event budget
 - d. to undermine millennial
7. Which one statement is correct?
 - a. It is not necessary at all for a single person to have any of the expertise in every field within purview of event management.
 - b. It is desired for a single person to have all the expertise in every field within purview of event management.
 - c. It is a must for a single person to have at least seventy percent of all the expertise in every field within purview of event management.
 - d. It is almost impossible for a single person to have all the expertise in every field within purview of event management.

8. Why is collective participation is preferred to individual participation in international exhibitions?
- Collective participation is comparatively cheaper.
 - Collective participation creates big impact to the visitors.
 - All of the above
 - None of the above
9. In case you have also to write something in the event , which one of the following room layouts is suitable?
- Classroom
 - Theater
 - Open square
 - Crescent style
10. Which one statement is correct?
- Press Release has to be issued once the event is over
 - Press Release can be a part of during event.
 - Press meet is conducted immediately after the event.
 - Press release and press meet are used for fund collection.
11. In case, there are more quality papers received in a conference than allocated numbers, the organizer can accommodate those by
- publishing in the abstract
 - by organizing other conference
 - making a provision of poster presentation
 - publishing later in the proceedings
12. What may be the instrumental factor to decide date of conducting event?
- Season
 - Peak hour of traffic
 - Clashing event
 - Availability of Food and beverage
13. Is it necessary to obtain permission from local government to conduct any event?
- Never
 - No
 - yes, but depends on type of event
 - Always
14. Which one of the following functions/sessions ends the entire event?
- Parallel session
 - Welcome program
 - Valedictory session
 - None of the above
15. When do the participants evaluate the event as a whole?
- During Inaugural function
 - During Technical tour
 - While making presentations by the presenter
 - at Valedictory Session

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Subject: Event Management

Course Code: BTTM 463

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. What role should be highly required to promote of events in the regional and local tourism development?
2. Why is team work important for successful event management?
3. How can you, successfully, incorporate AV into your event?
4. What are the points to be taken into consideration during the event?
5. Describe how Valedictory session is different from inaugural function.
6. What is the importance of identifying properly a desired target group than interested group?
7. Describe the four major ethics desirable to have in professional event management company.
8. What are some of the major legal obligations in event management?
9. How is workshop different than a conference?
10. List down five the current trends in the meeting industry.

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

Answer any **THREE** questions:

11. Prepare a budget for organizing an international conference in Pokhara with 100 international and 100 domestic participants. The event will last for a week which is going to take place at a five-star hotel. There will also be a technical tour.
12. What are the prime factors that become instrumental in finalizing location and venue for an event?
13. Design an event which can commercialize cultural festivals like Indra Jatra.
14. Explain the five skills that an event planner should possess to handle events fruitfully.
15. Explain the salient features of commonly used room layout in the events. The sketches are important.

SECTION D: CASE STUDY (15 MARKS)

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

Bringing together the leading manufacturers, suppliers, engineers, thought leaders and decision-makers from across the global automotive value chain, the London EV Show is Europe's finest and largest of its kind international tradeshow and conference focused on the prolific electric vehicle industry. The London EV Show gathers the world's leading companies and startups to showcase a broad range of products, services, and ideas, from electric cars and light vehicles to electric trucks and vans, as well as electric charging infrastructure and battery systems. In addition, the show features the latest advancements in EVtols and electric boats, making it a comprehensive showcase of the electric vehicle industry. The event offers world class networking, business development and learning opportunities to key stakeholders from across the sector including policymakers, investors, media, business leaders, and entrepreneurs from around the world.

Question:

- a. How do you see the chances of having commercial intent in the London EV Show?
- b. Is there any benefit to the visitor by participating in the EV Show?
- c. What kind of promotional tools might the organizer have used?

THE END

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Exam Roll No.....

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

Course Code: BTTM 462
Time: 3: 00 Hours

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

Tick the **best** answers.

1. Which one class is associated with explosives?
 - a. Class 1
 - b. Class 7
 - c. Class 3
 - d. Class 9
2. Petroleum is associated with.... class
 - a. class 2
 - b. class 3
 - c. class 1
 - d. class 9
3. Magnet is associated with..... class
 - a. class 1
 - b. class 2
 - c. class 9
 - d. class 10
4. What does FIATA stand for?
 - a. Federation of International Air Transport Associations
 - b. Federation of International Freight Forwarders Associations
 - c. Federation of International Transportation Associations
 - d. Federation of International Import-Export Agents
5. What is the primary role of FIATA in the logistics industry?
 - a. Regulating international shipping rates
 - b. Representing the interests of freight forwarders and logistics providers
 - c. Operating global cargo airlines
 - d. Managing international airports
6. What does the acronym "ULD" stand for in the context of airlines?
 - a. United Load Dimensions
 - b. Uniform Loading Directive
 - c. Unit Load Device
 - d. Underlying Luggage Division
7. ULDs are commonly used to transport which of the following.
 - a. Only passengers' checked baggage
 - b. Only cargo and freight
 - c. Both passengers' checked baggage and cargo/freight
 - d. Only onboard catering supplies
8. What is the primary purpose of INCOTERMS in international trade?
 - a. To specify the quantity of goods in a shipment.
 - b. To establish the payment terms for international transactions.
 - c. To define the responsibilities and risks of buyers and sellers in the shipment of goods.
 - d. To determine the quality standards of products being traded

9. Which one of the following INCOTERMs places the maximum responsibility on the seller for delivering goods to the buyer?
- a. EXW (Ex Works)
 - b. FOB (Free On Board)
 - c. CIF (Cost, Insurance, and Freight)
 - d. DDP (Delivered Duty Paid)
10. What is the term used for cargo that requires controlled temperature and humidity conditions during transportation?
- a. Hazardous cargo
 - b. Special cargo
 - c. Perishable cargo
 - d. Oversized cargo
11. What is the primary concern when transporting oversized cargo?
- a. Temperature control
 - b. Weight limits
 - c. Hazardous materials
 - d. Shipping cost
12. Which one category of cargo includes items like heavy machinery, industrial equipment, and large construction materials?
- a. Dangerous goods
 - b. Valuable cargo
 - c. Oversized cargo
 - d. Live cargo
13. The IATA code "JAL" stands for which one airline?
- a. Japan Airlines
 - b. Jet Airways
 - c. Jazeera Airways
 - d. Jat Airways
14. What is the IATA code for Los Angeles International Airport?
- a. JFK
 - b. LAX
 - c. ORD
 - d. ATL
15. What is the main advantage of using cargo aircraft over passenger aircraft for transporting cargo?
- a. Cargo aircraft has more comfortable seating for cargo.
 - b. Cargo aircraft can carry larger and heavier loads.
 - c. Cargo aircraft is faster than passenger aircraft.
 - d. Cargo aircraft has better in-flight entertainment systems.

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Semester - VI

Subject: Air Cargo Management

Course Code: BTTM 462

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. Give an account on Air and Sea Cargo.
2. What is freight charge? Explain any three other charges included in Air Cargo.
3. As an Air cargo expert, explain any five important documents for Air cargo Export.
4. Explain freight forwarder as a principal.
5. "Logistic and SCM are essential for any business" Justify in term of Cargo operations.
6. What are ULD's? Explain the various types of ULD are used by commercial airlines.
7. Explain term LHO, OBX, CCA, TRM and AOG.
8. Encode the following Airport and Airlines: IST, SQ, NRT, OD and SIN
9. Air cargo Ware House is an integral part for cargo dispatch. List and explain the activity done in the warehouse.
10. Routing: Hong Kong(HKG) to Salt Lake City, UT(SLC)
Applicable Rate: 68.01HKD
Commodity: Textile
Gross Weight: 200 Kg
Dimension: 10 Box (40X40X40 Cm)
Compute: Volume Weight, Chargeable Weight, Weight Charge, and Nature of Shipment

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

Answer any **THREE** questions:

11. Why is DG training a mandatory in airlines? Classify DG with examples and IMP codes.
12. Nepal faces many challenges in cargo operation .Highlights those challenges and purposed mitigations plan to counter these challenges.
13. Explain the importance of INCOTERMS and documentary credit in freight movement focusing on any three INCOTERMS and three type of letter of credit.
14. Give a brief account on TACT and its function of three publications. Explain any five types of cargo rates with suitable examples.
15. AVI handling is a challenging job as it requires great care to reach it alive from origin to destination. Explain its handling procedure and loading restriction.

SECTION D: CASE STUDY (15 MARKS)

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

Malaysian Airlines

Introduction:

Malaysian Airlines, also known as Malaysia Airlines, is the national airline of Malaysia. It was founded in 1947 and has its headquarters in Kuala Lumpur. The airline operates flights to over 60 destinations worldwide and is a member of the One world airline alliance. However, the airline faced significant challenges in recent years, including two major incidents that resulted in the loss of two aircraft and the tragic loss of hundreds of lives. This case study analyzes the factors that led to the decline of Malaysian Airlines.

Background:

Malaysian Airlines started its operations in 1947 as Malayan Airways Limited, and it was later renamed Malaysia Airlines in 1972. The airline's initial years were successful, and it expanded its operations to several international destinations. The airline had a reputation for providing high-quality services and won several awards for its services. However, the airline faced several challenges in recent years, leading to a decline in its financial performance and reputation.

Factors that led to the decline of Malaysian Airlines:

Two major incidents:

The two major incidents that occurred in 2014 had a significant impact on Malaysian Airlines. The first incident involved the disappearance of flight MH370 on March 8, 2014, while flying from Kuala Lumpur to Beijing. The second incident occurred on July 17, 2014, when flight MH17 was shot down over Ukraine. The loss of two aircraft and the tragic loss of hundreds of lives impacted the airline's reputation and resulted in a decline in its passenger numbers.

Financial issues:

Malaysian Airlines faced financial issues even before the two major incidents. The airline reported losses in the years leading up to the incidents, which impacted its financial performance. The airline faced high operating costs, and it had to deal with the impact of the global economic downturn.

Competition:

The airline faced intense competition from other airlines in the region, such as Singapore Airlines and Cathay Pacific. These airlines offered similar services and routes, which impacted Malaysian Airlines' market share.

Operational challenges:

The airline faced several operational challenges, such as flight delays and cancellations. These issues impacted the airline's reputation, as passengers were dissatisfied with the airline's services.

Management issues:

Malaysian Airlines also faced management issues, which impacted its operations. The airline had several changes in leadership, and it faced criticism for its handling of the two major incidents. The airline also faced issues with its employee morale, which impacted its overall performance.

Questions:

- a. What was Malaysian Airlines' initial strategy, and how did it differ from its competitors?
- b. How did the two major incidents impact the Malaysian Airlines, and what were the airline's responses to these incidents?
- c. What were the financial issues that impacted the Malaysian Airlines, and how did the airline try to address them?

THE END

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Semester - VI

Exam 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 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
2. A description of people and their place in society is covered under.
 - a. geographic segmentation
 - b. demographic segmentation
 - c. income group
 - d. age group
3. 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
4. The term marketing mix describes _____.
 - a. a composite analysis of all environmental factors inside and outside the firm.
 - b. a series of business decisions that aid in selling a product.
 - c. the relationship between a firm's marketing strengths and its business weaknesses.
 - d. a blending of strategic elements to satisfy specific target markets.
5. Charging customers different prices for essentially the same service is called _____.
 - a. price discrimination
 - b. price determination
 - c. price segmentation
 - d. price settlement
6. Which one of the followings is the characteristic 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
7. A push strategy is directed towards the _____.
 - a. producer
 - b. wholesaler
 - c. customer
 - d. none of the above
8. "All human actors who play a part in service delivery and thus influence the buyer's perceptions: namely, the firm's personnel, the customer and other customers in the service environment." select are.
 - a. Process
 - b. Physical Environment
 - c. People
 - d. Place

9. A travel company targets adventure seekers, offering packages for trekking, rock climbing, and white-water rafting. This is an example of:
- a. undifferentiated marketing
 - b. concentrated marketing
 - c. differentiated marketing
 - d. behavioral segmentation
10. 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
11. Targeting involves:
- a. developing a single marketing strategy for all market segments
 - b. focusing on a specific segment of the market
 - c. ignoring market segmentation altogether
 - d. changing the company's mission and vision
12. This P is not a part of the 7Ps of marketing mix.
- a. Promotion
 - b. Price
 - c. People
 - d. Purpose
13. When a visitor travels in his/her country of residence, he/she is a _____ visitor.
- a. domestic
 - b. international
 - c. inbound
 - d. out bound
14. What is the main goal of positioning in the travel and tourism industry?
- a. appealing to as many market segments as possible
 - b. offering the lowest prices in the market
 - c. creating a distinct image in the minds of consumers
 - d. copying competitors' strategies
15. 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

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

Subject: Marketing for Travel and Tourism

Course Code: BTTM 461

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. What is tourism marketing? Explain the particular characteristics of travel and tourism services. [2+3]
2. Define the concept of "customer value" in the context of travel services. [5]
3. Describe the role of public relations in promoting travel and tourism. [5]
4. How do services often exhibit variability, and how can service providers manage this variability to ensure consistent quality? [2.5+2.5]
5. What is market segmentation? Discuss the criteria for market segmentation with relevant examples. [2+3]
6. What role does public as well as private sector play in development of tourism in country like Nepal? [5]
7. What is the primary objective of tourism demand forecasting and why is it crucial for the planning and management of destinations and travel businesses? [2.5+2.5]
8. Differentiate between marketing and selling concepts. [2.5+2.5]
9. Explain the model of buyer behavior. [5]
10. What are the prerequisites of Event Marketing? Explain with the relevant examples. [3+2]

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

Answer any **THREE** questions:

11. What advertising media would you select for each of the following products and why? [2+2+2+2+2]
 - a. Bhaktapur Durbar Square
 - b. Festival – Holi
 - c. local Zoo
 - d. Destination Ghandruk
 - e. Temple Pashupatinath
12. "The marketing mix (7Ps) framework is widely used to strategize marketing efforts". Explain each element of marketing mix with relevant example. [3+7]
13. In the era of digital transformation and the proliferation of social media, explain how travel and tourism businesses can leverage technology to create targeted marketing campaigns that not only engage diverse consumer segments but also facilitate a seamless, personalized customer journey. Illustrate with real-world examples. [10]
14. What is promotion? What are the determinants to promotion mix? Explain with an example. [3+7]
15. Buyer Behavior Analysis is a problem-solving process. Justify the given statement with an appropriate example. [10]

SECTION D: CASE STUDY (15 MARKS)

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

Promoting Tourism: Khaptad National Park, Farwestern Region

Though a national park may sound like a typical tourist destination, Khaptad National Park is a place which has a low inflow of tourists although many locals do visit as it has spots with cultural and religious significance. The main reason for not many people visiting despite it being so surreally beautiful, picturesque place nestled in the foothills of the Himalayas, amazing landscape, home of

different rare herbs and wildflowers during spring and full of snow during winter is its difficult accessibility. The national park lies in the far-western part of Nepal which is one of the least-developed regions. It can typically take 2 to 3 days to reach there from the capital Kathmandu even if you take a flight and that would include at least a day of walking as there are no motorable roads to the place.

Required

- a. What specific marketing challenges does Khaptad National Park encounter in promoting itself as a tourism destination? [5]
- b. How can Khaptad National Park leverage its unique features to stand out in the competitive adventure tourism market? [5]
- c. What strategies can be adopted to create a comprehensive and impactful marketing campaign for Khaptad's tourism? [5]

THE END