

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

Roll.No.....

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

Course Code: BTM 321  
Time: 3: 00 Hours

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

*Tick the best answers.*

1. What does the term microeconomics mean?
  - a. An embedded programme in economics
  - b. The absence of scarcity
  - c. Study about particular part of economics
  - d. The economy is growing
2. Which of the following is not a factor of production?
  - a. Land
  - b. Labor
  - c. Rent
  - d. Capital
3. The Delphi technique of forecasting demand involves
  - a. Time-Series analysis
  - b. Regression analysis
  - c. Simple assumption about future
  - d. Asking expert opinion
4. Tourism and Hospitality industry includes under the following category of Industry:
  - a. Primary
  - b. Secondary
  - c. Tertiary
  - d. Quaternary
5. Which of the following is not a characteristic of tourism product?
  - a. Absence of ownership
  - b. Inseparability
  - c. Homogeneous
  - d. Perishable
6. 'A hotel guest cannot experience counter service if the receptionist is not there, nor can the receptionist render the service if there is no guest' is related to the following:
  - a. Intangibility
  - b. Inseparability
  - c. Absence of ownership
  - d. Heterogeneity
7. Such type of tourism demand where tourists are involved in the process of tourism and experienced it, related to:
  - a. Suppressed Tourism Demand
  - b. Actual Tourism Demand
  - c. Latent Tourism Demand
  - d. None of Above
8. Tourism resources means:
  - a. Natural resources
  - b. Human resources
  - c. Artificial resources
  - d. All of Above
9. Supply is unresponsive to a change in price refers to:
  - a. Perfectly inelastic supply
  - b. Perfectly elastic supply
  - c. Relative elastic supply
  - d. Relative inelastic supply
10. In monopoly market, seller or producer is of the following:
  - a. Price maker
  - b. Price taker
  - c. Price shaper
  - d. None of above

11. Which of the following is not a factor affecting tourism yield?
- a. Short run factors
  - b. Population
  - c. Stochastic factors
  - d. Long run factors
12. Investment appraisal tools in public sector are all except:
- a. Payback period
  - b. Average rate of return
  - c. Cost benefit analysis
  - d. Internal rate of return
13. The agency not related to Tourism Satellite Account (TSA) is:
- a. UNWTO
  - b. OECD
  - c. EUROSTAT
  - d. UNEP
14. Factors affecting tourism supply are all except:
- a. Cost of Production
  - b. Taxes and Subsidies
  - c. Taste and Preferences
  - d. Transportation and communication
15. Which of the following is true at the present scenario of Nepal?
- a. Tourism is the Nepal's fourth largest industry by employment opportunities in business sector.
  - b. Tourism is one of the sources of foreign currency of Nepal.
  - c. Tourism helps to make favorable balance of payment of Nepal.
  - d. All of Above



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

Answer any **EIGHT** questions:

1. How would you relate the economic activities such as production, consumption, exchange, distribution etc. with the business related to tourism and hospitality sector? Explain. [5]
2. "Tourism brings economic value of goods and services" Justify it with suitable example. [5]
3. What are the major contributions of tourism and hospitality industry into economy of Nepal? Explain. [5]
4. Explain the major characteristics of tourism and hospitality products. [5]
5. How does Price and output determination under perfect competition market? [5]
6. Define tourism demand. Explain the different types of tourism demand. [1+4]
7. Explain the role of public and private organization in the development of travel and tourism sector. [5]
8. What are the major factors influencing travel and tourism's yield and future? Explain. [5]
9. Explain the concept of Tourism Satellites Account (TSA). [5]
10. Explain the relationship between quantity demand and its own price of leisure and tourism product with suitable diagram. [5]

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

Answer any **THREE** questions:

11. What are the factors influencing and constraining tourism demand? Explain [5+5]
12. What is meaning of demand forecasting? Explain the types and significance of survey method of demand forecasting. [2+4+4]
13. Define microeconomics. Explain its scope and uses in the area of tourism and hospitality business. [2+4+4]
14. Explain the concept of movement along and shift in supply curve with suitable diagram. Discuss about the major causes of shift in tourism supply curve? [6+4]
15. What is meant by investment and finance in tourism and hospitality industry? Explain various sources of finance in tourism and hospitality sector. [4+6]

**SECTION D: CASE STUDY (15 MARKS)**

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

Tourism is one of the productive business activities directed for the production of the goods and services. It provides goods and services to the costumers or visitors and employment and income to the locals. With this tourism business, enterprises or people related directly or indirectly generate earnings from the operation of these types of business activities. Further, tourism is an economic activity produces various direct, indirect and induced impacts in the economy of a country.



Suppose few days ago, your institution took you to Bhote Koshi for rafting. Your institution arranged deluxe bus through travel agency and while travelling you enjoyed various sceneries on the way. Various attractions like temples, dense forest, green hills, waterfalls, rivers, streams etc. made your journey enjoyable and refreshed. When you reached there you are welcomed by the local people wholeheartedly. They offered you with delicious food and local drinks with warm hospitality and also suggested you to visit certain places where you can enjoy with natural as well as artificial beauty. While visiting those places you came across various stalls selling souvenir goods. Some of your friends went to those stalls and demanded certain items which they liked the most but some of them did not like to buy anything and others did not have enough money to buy the items they liked. The amount they paid for those goods were their expenses but at the same time their expenses became income for other people. You also went for rafting and of course you used different kinds of rafting materials, which were the production of different manufacturing industries. While staying there, many local people also got employment opportunities while serving you different kinds of services. You returned from there not only with full of enjoyment and happiness but also learnt a lot.

**Questions:**

- a. List out any five tourism products that are mentioned above. [3]
- b. List out any five tourism resources that made it possible to produce tourism experiences. [3]
- c. Write any three influencing factors of tourism demand mentioned in the case. [3]
- d. What contribution did you find the economy of local people by tourism? Explain [3]
- e. Give any three suggestions to maintain sustainable tourism in that area. [3]

**THE END**

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Roll.No.....

Subject: Computer and Information Technology  
Full Marks: 100 Pass Marks: 50

Course Code: BTTM 322  
Time: 3: 00 Hours

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

*Tick the best answers.*

1. Which of the following is the product of data processing?
  - a. Information
  - b. Data
  - c. Program
  - d. System
2. A general purpose single-user microcomputer designed to be operated by one person at a time is \_\_\_\_\_.
  - a. Special-purpose computer
  - b. KIPS
  - c. Hybrid computer
  - d. PC
3. The nerve centre of the computer is \_\_\_\_\_.
  - a. Control Unit
  - b. Arithmetic Logic Unit
  - c. Primary Memory
  - d. None of the above
4. Which of the following is the smallest visual element on a video monitor?
  - a. Character
  - b. Pixel
  - c. Byte
  - d. Bit
5. Random Access Memory is commonly referred to as \_\_\_\_\_.
  - a. Non-volatile memory
  - b. Volatile memory
  - c. Auxiliary memory
  - d. None of the above
6. \_\_\_\_\_ is a computer program that translates programs written in high-level language into machine language, line by line.
  - a. Assembler
  - b. Compiler
  - c. Interpreter
  - d. None of the above
7. \_\_\_\_\_ software is the software developed to meet the specific requirements of a particular person, institution or organization.
  - a. Customized
  - b. Packaged
  - c. None of the above
  - d. All of the above
8. \_\_\_\_\_ is the information a program collects from the outside world.
  - a. Output
  - b. Input
  - c. Process
  - d. None of the above
9. A \_\_\_\_\_ is a network computer that utilizes the resources of other network computers, including other clients.
  - a. Client
  - b. Host
  - c. Server
  - d. None of the above
10. \_\_\_\_\_ is the physical component used for input, processing and output work in a computer system.
  - a. Software
  - b. Hardware
  - c. Firmware
  - d. None of the above



11. \_\_\_\_\_ is a small handheld device with an optical sensor at the bottom and one or more buttons on the top.
- a. Mouse
  - b. Joystick
  - c. Trackball
  - d. None of the above
12. \_\_\_\_\_ captures either still pictures or motion video, and with the aid of software, can transmit its video on the Internet in real-time.
- a. Light pen
  - b. Webcam
  - c. Microphone
  - d. None of the above
13. \_\_\_\_\_ is a type of video projector for displaying video, images or computer data on a screen or other flat surface.
- a. Monitor
  - b. Digital projector
  - c. Barcode reader
  - d. None of these
14. \_\_\_\_\_ is a high speed memory whose function is to hold the programs and data being used currently.
- a. Primary memory
  - b. Secondary memory
  - c. All of the above
  - d. None of the above
15. BIOS is used \_\_\_\_\_.
- a. By operating system
  - b. By compiler
  - c. By interpreter
  - d. By application software

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

Answer any **EIGHT** questions:

1. Explain the four basic operations of data processing cycle.
2. How are computers used in business?
3. Write the inventors for the following devices:  
Napier's bone, Stepped Reckoner, Analytical Engine, ENIAC, UNIVAC-I
4. What is the hardware and software technology of second generation of computers? Write any two examples of first generation of computers.
5. What is a hybrid computer? Give any two examples.
6. What is Central Processing Unit? What are three important components of a Central Processing Unit?
7. What is the difference between soft copy output and hard copy output?
8. What is a protocol? What is the native protocol of the Internet?
9. What is word processing? State any three advantages of word processing.
10. What is a register? Why is it required in computer system?

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

Answer any **THREE** questions:

11. What do you understand by computer software? Explain the two types of computer software.
12. What is a secondary memory? Explain the main types of secondary storage media.
13. What is system bus? Explain the functions of different types of system bus with the help of block diagram
14. What is a network topology? Explain the any two types of network topology.
15. What is the Internet? Explain any three services on the Internet.

**SECTION D: CASE STUDY (15 MARKS)**

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

A transport company, having 120 vehicles provides private car – taxi, carries and buses on hire basis. The major activities of the company include:

- Monitoring of vehicles engaged,
- Booking of vehicles for trips,
- Deciding the route of vehicles,
- Reimbursement to drivers,
- Testing and maintenance of vehicles before each trip,
- Billing of clients,
- Analysis of damages caused, and
- Analysis of driver's performance, thought this is the main neglected task.



The owner of the company has recently tied up with a manufacturing company to provide trucks for dispatch of goods. The client company has a very strict monitoring system of dispatch. Any delay in reaching the destination will imply a penalty at the rate of Rs. 300 per day. Also, the transporter can enjoy an award of Rs. 300 if its truck reaches before time. A list of all possible destinations of the client – product has been given to the transporter which reflects the norm days to reach the location. Now the owner has to carefully plan out his information system. He has enough money to spend on Information Technology analysis and implement of the proposed solution, but does not know how to manage his time for making new strategies.

**Questions:**

- a. What kind of strategic information system you would propose for such a company? [5]
- b. How can you help him in managing his time for making new strategies? [5]
- c. What are the advantages of implementing Information Technology in the company? [5]

**THE END**



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Roll.No.....

Subject: Business Communication  
Full Marks: 100 Pass Marks: 50

Course Code: BTTM 323  
Time: 3: 00 Hours

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

Tick the *best* answers.

1. Which of the following is the language barrier?
  - a. Technical jargon
  - b. Both a and b are language problem
  - c. pronunciation
  - d. Both a and b are not language barriers
2. Emotional intelligence is characterized by.....
  - a. Proficient in problem solving
  - b. better inter-personal
  - c. High abstract thinking ability
  - d. Good sense of humour
3. Feedback is based on ..... Attitude.
  - a. You
  - b. I
  - c. our
  - d. we
4. The word "Communication" is derived from.....
  - a. German
  - b. Latin
  - c. American
  - d. Greek
5. Which one is not the emotional intelligence component?
  - a. Self awareness
  - b. Self regulation
  - c. Self- confidence
  - d. Self motivation
6. When making decisions, I consider my likes and dislikes, not just the facts. Who am I?
  - a. low context
  - b. intercultural
  - c. high context
  - d. medium context
7. Listener needs to pay their heed to the verbal content at least.....of communication time.
  - a. 7%
  - b. 38%
  - c. 9%
  - d. 55%
8. Sudden rain, physical distance , loud music are the examples of ..... barriers.
  - a. Semantic
  - b. emotional
  - c. physical
  - d. language
9. Fear is a ..... type of barrier to communication.
  - a. Semantic
  - b. Psychological
  - c. physical
  - d. cultural
10. Waving is type of communication.
  - a. gestures
  - b. tactile
  - c. body language
  - d. paralanguage

11. Keeping a good posture is important because.....
- Customers may be judging
  - It helps to show the customers you are confident and have a good attitude.
  - You may stretch your uniform and have to pay for another one
  - It will help the customers understand that you are a health conscious person.
12. Paralanguage is a kind of action language that refers to:
- actual words
  - body language
  - personal space
  - the tone of voice, speed of speech, and hesitation
13. Non verbal communication does not involve:
- silence
  - words
  - gestures
  - space
14. Which sentence shows concise writing?
- There is some concern about the issue under discussion
  - The problem was caused by an error of communication
  - The accountant took full responsibility.
  - Reimbursement and repayment will be undertaken soon
15. Which of these should be avoided in a good essay?
- Slang
  - brevity
  - dignified words
  - unity



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

Answer any **EIGHT** questions:

1. State the advantages of effective listening in communication.
2. How high context and low context culture helps to communicate effectively?
3. Write the importance of feedback in hospitality business.
4. Write tips to improve art of speaking.
5. Explain the process of Listening along with its steps.
6. Why nonverbal training is important in hospitality field? Explain with examples.
7. Explain the components of emotional intelligence.
8. Describe the communication process with suitable diagram.
9. Write an e-mail to your friend and describe about your recent trip.
10. Edit the redundant sentences :
  - a. To bake cake you will need some flower.
  - b. I purchased for tickets for Museum.
  - c. No rooms are available in our hotel.
  - d. Don't lose your room card.
  - e. Meeting is arranged tomorrow.

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

Answer any **THREE** questions:

11. Write an essay on "Importance of intercultural communication in hospitality field". (Write 250 words)
12. Draft a job application for the post of front desk officer in Hyatt Regency hotel along with C.V.
13. Draft a welcome speech to low context culture people, who are going to stay in your country during Pandemic situation.
14. What are 7 C's of communication? Explain with examples.
15. What do you mean by barriers to communication? What strategies would a communicator adapt for overcoming these barriers? Explain.

**SECTION D: CASE STUDY (15 MARKS)**

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

Mr. Hari Shrestha is the manager of Lorel hotel. One day, in the morning, while leaving home he had a quarrel with a person in his neighborhood on some issues. That person is a criminal who could abuse his family members. Mr. Hari, on that day, is very worried and angry too on the behavior of the neighborhood person. On that day, a meeting was held by a team of marketing experts to discuss about the different measures to over the Pandemic situation and to revive the business again. Mr. Hari could not pay attention to the discussion between them. Later on, Mr. Hari and his organization have to bear a huge loss because of his inactive participation in the meeting.

Questions:

- a. Identify the type of barriers to communication mentioned in the above paragraph. Justify your answer.
- b. Explain any two such barriers to communication.
- c. How can we overcome different types of barriers?

**THE END**



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Roll.No.....

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

Course Code: BTTM 325  
Time: 3: 00 Hours

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

*Tick the best answers.*

1. The main purpose of travel and tourism can be:
  - a. Business
  - b. Pilgrimage
  - c. Pleasure
  - d. All of them
2. Which of the below is an oldest Hotel?
  - a. Hotel Shankar
  - b. Shangri-La Hotel
  - c. Hotel Dwarika
  - d. Soaltee Crown Plaza
3. In terms of a destination, what do attractions do?
  - a. Generate the visit to the destination
  - b. Accommodate tourist during the stay
  - c. Support travel
  - d. Reduce tension between visitors & residents
4. The entrance fee of Bhaktapur Durbar Square for Foreigner is.....
  - a. NPR 500
  - b. NPR 1000
  - c. NPR 1500
  - d. NPR 2000
5. Which one of the following is a part of adventure tourism?
  - a. Sightseeing
  - b. Bowling
  - c. Bungee Jumping
  - d. Chess
6. Basic elements of itinerary are.....
  - a. Program and Timetable
  - b. Destination 4A's
  - c. Duration
  - d. All of the above
7. Transfer Procedure includes.....
  - a. Arrival transfer
  - b. Transit
  - c. Departure Transfer
  - d. Arrival and departure both
8. If single room rate is USD 120 and Double room rate is USD 140, what is the amount for Single supplement?
  - a. USD 50
  - b. USD 40
  - c. USD 30
  - d. USD 60
9. The Himalaya Drishya Resort is located at.....
  - a. Kathmandu
  - b. Dhulikhel
  - c. Pokhara
  - d. Nagarkot
10. Domestic tourism embraces those travelling.....
  - a. Within their own country
  - b. outside their country
  - c. To overseas island
  - d. on overseas cruises
11. Shortest Time of flights from Kathmandu to Biratnagar.....
  - a. 35 Min
  - b. 17 Min
  - c. 10 Min
  - d. 60 Min

12. Which itinerary is known as golden triangle of Nepal?

- a. Kathmandu-Bhaktapur-Lalitpur
- b. Kathmandu-Pokhara-Palpa

- c. Kathmandu-Chitwan-Pokhara
- d. Kathmandu-Lumbini-Pokhara

13. Tour package may not encompass.....

- a. Hotel Accommodation
- b. Entrance fee

- c. Transportation
- d. Insurance

14. Haleshi Mahadev is idle place for undertaking.....

- a. Religious Tours
- b. Eco Tours

- c. Historical Tours
- d. Adventure

15. EP meal plan include.....

- a. Breakfast
- b. Room

- c. Lunch
- d. Dinner



Pokhara  
Pokhara

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Subject: Travel Service Operation Management II

Full Marks: 100 Pass Marks: 50

Course Code: BTTM 325

Time: 3: 00 Hours

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

Answer any **EIGHT** questions:

1. What are the sources of income of travel agency? [5]
2. Write meaning and importance of itinerary? [5]
3. Prepare simple itinerary of 4N/5D including Kathmandu valley and Lumbini. [5]
4. Tour brochure is a major marketing tool for tour operators and travel agents. Justify your answer with suitable examples. [5]
5. Prepare 4N/5D itinerary of Chitwan and Pokhara and explain it into detailed itinerary of each day regarding Activities, Attraction, Accommodation, Amenities and transportation along with meals and other related elements of itinerary. [5]
6. What are the vital points to remember during the negotiations and contracts with different travel vendors? [5]
7. What are the various types of tour package? [5]
8. What do you mean by single supplement? Explain with proper example of Costing. [3+2]
9. Write about tour operators and also describe its types. [2+3]
10. What are factors that affect tourism development of Nepal? [5]

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

Answer any **THREE** questions:

11. Prepare an itinerary for Salman Khan & Family x 5 for 3N/4D Focusing Pokhara and surrounding. Also Prepare Tour Costing for the family under AP plan. [5+5]
12. Define negotiation & contract and what are its importance? [6+4]
13. What are the factors to be considered while preparing Tour Brochure? Explain each with relevant examples. [10]
14. Prepare a tour itinerary of 9N/10D as titled "UNESCO Natural and Cultural World heritage sites of Nepal" including details of distance covered, duration of each attraction/activities, all possible cost involved and Total cost for the pax of 14 under MAP plan. [10]
15. What are the Stages of developing and planning a tour package? [10]

**SECTION D: CASE STUDY (15 MARKS)**

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

Even though tour operators enable package tourism experiences by planning, bundling, and selling experience products, they cannot guarantee that their package tours result in successful tourism experiences. Still, they have the opportunity to influence all the phases of the tourism experiences in order to trigger the experience formation. In the anticipation phase, the tour operators' marketing and sales efforts (e.g. brochures, Internet pages, employees of sales offices and call centers) create expectations. During the on-site activities the tourists' experiences are influenced by the accommodation and transportation service providers, which are chosen by the tour operator. Furthermore, the tour leaders and guides represent the tour operator and try to ensure that the customers' vacations run smoothly. Thus, their actions have a clear impact on the tourists' perceptions of the whole tour. Finally, the travel to the destination and back home is influenced by the transportation services and employees of the airline companies, which of course may be owned by the tour operator as well.

Researchers have argued that even though tourism experiences have clear functional components, such as accommodation and transportation services, the experiential benefits are also critical in the evaluation of tourism experiences, as the service encounter and pleasant physical environment often create opportunities for affective responses. Furthermore, as human interaction is an emotionally charged process, the extended interaction with a tour leader, tour guide, or other service provider also leads to experiential reactions. In the context of extraordinary experiences, many have suggested that the service providers may orchestrate affective, narrative, and ritual content through the skills, engagement, emotions, and dramatic sense of their tour guides, whose task is to give their customers something they do not know how to ask for. Research has demonstrated that besides mediating the tourism experiences, the role of the tour leaders is especially important when something goes wrong during a package tour when a tourist suddenly falls ill, is robbed, or faces service failures. Therefore, in order to profoundly understand the role of the tour operator in influencing tourism experiences, also the negative incidents related to package tourism experiences need to be addressed.

**Questions:**

- a. What are the functional components of Tour operation? List as many components as possible. [5]
- b. Human interaction is an important aspect of consumption process of Tourism product. Explain how? [5]
- c. What is the role of Tour Leader in Tour activities? [5]

**THE END**



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

Course Code: BTTM 326  
Time: 3: 00 Hours

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

*Tick the best answers.*

1. The core feature of adventure tourism is/are \_\_\_\_\_.  
a. Recreation  
b. Risk  
c. Unusual  
d. All of them
2. According to UNWTO, adventure tourism is the \_\_\_\_\_ category of tourism sector, in the world.  
a. Fastest growing  
b. Scrawling  
c. Emerging  
d. None of them
3. Ultra light is also called as \_\_\_\_\_ aircraft.  
a. Micro light  
b. Paramortor  
c. Wide body  
d. Narrow body
4. The highest degree of risk and lowest level of competence creates \_\_\_\_\_.  
a. Play  
b. Adventure  
c. Frontier adventure  
d. Misadventure
5. \_\_\_\_\_ is not available in Nepal.  
a. Scuba Diving  
b. Hot air balloon  
c. Paragliding  
d. Sky Diving
6. \_\_\_\_\_ is the most inexpensive adventure activity in Nepal.  
a. Skydiving  
b. Rafting  
c. Abseiling  
d. Canyoning
7. Adventure activity helps people to expand their \_\_\_\_\_ zone.  
a. Discomfort  
b. Comfort  
c. Luxury  
d. None of them
8. Meaning of Adventure Tourism must include this term.  
a. Danger  
b. Ecstasy  
c. Risk  
d. Dream
9. Which is not fall under adventure tourism category?  
a. Honeymoon tour  
b. M.I.C.E  
c. Health tourism  
d. None of them
10. How many eight thousands are there in Nepal?  
a. 10  
b. 5  
c. 8  
d. 12

11. Which of bellows is not a bungee spot in Nepal?
  - a. Bhotekoshi
  - b. Dhulikhel
  - c. Kushma
  - d. Pokhara
12. Adventure tourism is affected by:
  - a. Consumer trend
  - b. Consumer age
  - c. Consumer life style
  - d. All of them
13. Nirmal Purja (Nims Dai) climbed all eight thousanders in:
  - a. 5 Months 5 days
  - b. 6 Months 6 days
  - c. 7 Months 7 days
  - d. 8 Months 8 days
14. Which is not considered as hard tourism activity?
  - a. Caving
  - b. Hunting
  - c. Ice climbing
  - d. Trekking
15. Which is the best ethical issues to be followed by the adventure tourist?
  - a. Choosing long haul flights
  - b. Staying at local lodges
  - c. Carrying plastic bottles
  - d. Cooking your own food



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

Subject: Adventure Tourism

Full Marks: 100 Pass Marks: 50

Course Code: BTTM 326

Time: 3: 00 Hours

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

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

Answer any **EIGHT** questions:

1. Define adventure tourism and its scope in Nepal. [2.5+2.5]
2. What is meant by soft and hard adventure, define? [5]
3. Write short note on historical development of adventure tourism in Nepal. [5]
4. What is meant by aerial adventure activities? Explain any one activity. [2.5+2.5]
5. How Adventure Travel operation manager managed in adventure tourism? [5]
6. 'Adventure tourism helps to boost the local economy'. Do you agree or disagree on this statement. [5]
7. Adventure tourism and sustainable tourism correlated, define. [5]
8. Write importance of communication management in adventure tourism. [5]
9. Describe behavior of consumer as per their age and its effect on adventure tourism? [5]
10. Write short notes on zip line and Bouldering [2.5+2.5]

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

Answer any **THREE** questions:

11. What are some of the do's and don'ts that a trekker should follow? [10]
12. What is the function of the adventure tourism? [10]
13. 'Adventure tourists are the doers not the imaginers'. Justify [10]
14. Define all risk management aspects in adventure tourism. [10]
15. Why climate change is a serious issue for the adventure tourism? [10]

**SECTION D: CASE STUDY (15 MARKS)**

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

As Nepal became a popular low-cost destination for trekking tourists in the 1970s and 1980s, a number of expatriate guides and visitors noticed the whitewater rafting and kayaking potential of many of the Himalayan rivers and began to explore them. Nepal became internationally famous for its whitewater and a number of commercial raft tours were established. Australian-based trekking company Australian Himalayan Expeditions, which later became the multi-activity worldwide adventure company World Expeditions, ran one of the first commercial descents of the Sun Khosi. New Zealander David Allardice, an expert kayaker and co-author of the Whitewater Guide to Nepal established a Kathmandu-based company called Ultimate Descents, which quickly established an excellent reputation for service and safety.

Presumably as a local legislative requirement, the company had a local partner, a Nepali national. As the rafting sector grew, copycat companies sprang up and small companies also began advertising these tours even though they did not have their own operations. Of course, these secondary sales are by no means restricted to developing nations.

In the case of Ultimate Descents Nepal, however, an additional problem arose. The Nepali partner carried out a hostile takeover of the company under Nepali law. The details have not been made public, but clearly it was not an amicable transaction. The company owed its success and indeed its existence

to Allardice's expertise, international contacts and marketing, and sales and managerial effort over many years and indeed decades, and it appears that he lost this without recompense. The company name and logo were owned internationally by Allardice, so there was a period of market confusion where clients booking under the same name, but from different countries, could end up with different operators once they arrived in Nepal. Also note that Allardice is the person who started first bungy jump in Nepal as Last Resort.

**Questions:**

- a. Explain risk associated with the Adventure tourism product as above given case.
- b. What do you think of Mr. Allardice efforts on Nepal's Adventure Tourism Evolution?
- c. Discuss about importance in risk management in any adventure related product.

**THE END**