

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

Roll.No.....

Subject: Statistics and Research Methodology
Full Marks: 100 Pass Marks: 50

Course Code: BTTM 473
Time: 3: 00 Hours

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

Tick the best answers.

1. The last part of the research report is
 - a. appendix
 - b. bibliography
 - c. index
 - d. title page
2. Mean refers to the value within a series that occurs _____ number of times.
 - a. maximum
 - b. minimum
 - c. average
 - d. infinite
3. The content of the research report can be classified as:
 - a. preliminary part
 - b. body part
 - c. supplementary part
 - d. all of the above
4. _____ divides the data into four equal parts.
 - a. Median
 - b. Quartiles
 - c. Mean
 - d. None of the above
5. Qualitative research is based on..... data
 - a. integrity
 - b. objective
 - c. subjective
 - d. none of the above
6. The main feature of secondary source of data is that _____.
 - a. it provides first-hand information to the researcher
 - b. it is more reliable compared to primary data
 - c. it implies that the data is collected from its original source
 - d. it involves collecting data from existing sources that had gathered primary data beforehand for their research purpose
7. Thesis is also known as
 - a. book
 - b. monograph
 - c. research proposal
 - d. research report
8. The conclusion of a research report:
 - a. can introduce unexplored information.
 - b. is the same as the abstract except that it is presented at the end of the report.
 - c. should focus only on the findings of the research.
 - d. must be based only on material presented in the report.

9. Which one statement describes the purpose of a research proposal?
- It is an overall plan, structure and strategy designed to obtain answers to the research questions.
 - A document for scientific scrutiny for others to judge the appropriateness of the project
 - A reference document to show how the research was carried out
 - All of the above
10. Which one of the followings is not a function of a research proposal of a study?
- How answers will be found to what is proposed
 - What is proposed to be done in a study
 - What answers have been found to what is proposed
 - Why proposed strategies of investigation are selected
11. Which one of the following statements is true about the primary data?
- The source of data that is collected and compiled by others is known as primary data
 - The source of data that is collected and compiled by others is known as tertiary data
 - The source of data that is collected and compiled by others is known as qualitative data
 - None of the above
12. What is the major attribute of regression analysis?
- Association among variables
 - Difference among variables
 - Impacts of independent variables on dependent variables
 - Variations among variables
13. In which chapter of the research report conceptual framework has to make?
- Introduction
 - Literature review
 - Appendix
 - Research design
14. Which one of the following statements is true about the census?
- The census involves a process of choosing a few units out of the entire population for collecting data
 - The census involves a process of organizing and publishing the data
 - The census involves a process of collecting data from each and every unit
 - None of the above
15. Sample refers to _____.
- the sampling population
 - entire population
 - the software used
 - representative number of units

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

Answer any **EIGHT** questions:

1. What is research report? Mention the various purposes of report writing.
2. Give the concept of research. What are its features?
3. Find the arithmetic mean of the marks in statistics and research methodology of 10 students in a class.
Marks: 40,35,50,55,45,60,70,65,80,95
4. Mention the various types of research design.
5. Mention the limitations of secondary data.
6. Why is literature review important while conducting a research work?
7. Explain the basic elements of research proposal.
8. Mention the various steps involved in scientific research.
9. Find the 4th deciles and 80th percentile from the data given below:
Marks: 30,40,35,50,60,25,70,20,55,50
10. Explain the rules of presenting data in a table.

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

Answer any **THREE** questions:

11. What do you understand by primary data? Mention the various techniques to collect primary data.
12. What is sampling? Mention the various types of sampling in detail.
13. Compute the percentile coefficient of kurtosis from following data:

Class	10-20	20-30	30-40	40-50	50-60	60& above
Frequency	8	2	2	4	8	7

14. Explain the various ways to summarizing the data.
15. Explain, in detail, the various types of research proposal.

SECTION D: CASE STUDY (15 MARKS)

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

KDU is located in the Dang district nearby the Mahendra Highway. It produces varieties of milk products and sales to local market. The company is planning to sale its product to Kathmandu and Bhairahawa but still company is not ready for the market penetration. The management team feel that selling the goods in Kathmandu is very challenging job.

BOD wanted to carry out a survey in Kathmandu whether the customers are looking for new product, new taste and new choice. Meantime, you are selected as a research consultant to carry out the research. First of all you need to identify the objective of the survey. It was (a) to find out profile of the respondents based on their age, sex, qualification, profession and income level, and (b) to find out the milk product drinking habit of inhabitants of Kathmandu and Bhairahawa, and (c) to study the annual purchasing capacity of milk product. As a consultant, you are required to prepare the reports exploring the potential diary markets for KDU.

Questions

- a. What five questions would you ask to respondents based on objectives (a)?
- b. Prepare research questions based on the above objectives.
- c. Mention any three factors that could limit your research work.

THE END

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

Tick the best answers.

1. What is an example of a tangible resource in the resource-based view of a company?
 - a. Reputation
 - b. Intellectual property
 - c. Physical assets such as factories or equipment
 - d. Employee skills and knowledge
2. What is the impact of the bargaining power of suppliers on the profitability of firms operating in an industry?
 - a. Increases profitability
 - b. Decreases profitability
 - c. No effect on profitability
 - d. It depends on the situation
3. Which one of the followings is an external factor that could impact the formulation of a travel and tourism strategy?
 - a. Company culture
 - b. Product portfolio
 - c. Economic trends
 - d. Organizational structure
4. Which one of the followings is a common strategic approach in the travel and tourism industry?
 - a. Differentiation
 - b. Cost leadership
 - c. Focus
 - d. All of the above
5. Which one of the followings is an example of a growth strategy for a travel and tourism company?
 - a. Developing new products
 - b. Cutting costs
 - c. Exiting unprofitable markets
 - d. Reducing marketing expenditure
6. Which one of the followings is NOT a common portfolio analysis tool used in the travel and tourism industry?
 - a. SWOT analysis
 - b. BCG matrix
 - c. GE/McKinsey matrix
 - d. Ansoff matrix
7. In the BCG matrix, which one of the following categories represents products with high market share and high market growth rate?
 - a. Dogs
 - b. Question marks
 - c. Stars
 - d. Cash Cows

8. Which one of the followings is a key benefit of using portfolio analysis tools in the travel and tourism industry?
 - a. They provide specific recommendations for strategy formulation
 - b. They help to identify opportunities for growth and diversification
 - c. They eliminate the need for market research
 - d. They are easy to use and require minimal resources
9. Which one of the followings is a common reason for the need to change strategy in the travel and tourism industry?
 - a. Increasing competition
 - b. Declining market demand
 - c. Technological advancements
 - d. All of the above
10. Which one of the followings is a potential benefit of pursuing a globalization strategy in the tourism and hospitality industry?
 - a. Increased market share
 - b. Lower operational costs
 - c. Higher profit margins
 - d. All of the above
11. What is a key element of differentiation strategy?
 - a. Standardization of products
 - b. Low-cost production methods
 - c. Offering unique features and benefits
 - d. Price undercutting the competition
12. What is an example of a horizontal integration strategy?
 - a. Merging with a supplier
 - b. Merging with a competitor in the same industry
 - c. Merging with a company in a complementary industry
 - d. Merging with a company in a completely different industry
13. What is the first step in conducting a value chain analysis?
 - a. Identifying the primary activities of the company
 - b. Assessing the company's resources and capabilities
 - c. Mapping the flow of outputs
 - d. Evaluating the efficiency of the value chain
14. What is an example of vertical integration strategy?
 - a. Merging with a competitor in the same industry
 - b. Merging with a company in a complementary industry
 - c. Taking over a supplier to control input costs
 - d. Entering a completely different industry
15. What is the resource-based view of the firm?
 - a. A perspective that views a firm's resources and capabilities as the key drivers of its competitive advantage
 - b. A perspective that views the external environment as the main determinant of a firm's success
 - c. A perspective that views market competition as the most important factor in determining a firm's success
 - d. A perspective that focuses solely on financial metrics as indicators of a firm's success

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

Answer any **EIGHT** questions:

1. What is change management? Explain the different types of Strategic Change. [2+3]
2. Strategic Control is characterized as a form of "steering control". Explain. [5]
3. Explain different approaches of Strategy Implementation. [5]
4. What is experience curve? Explain. [5]
5. What is diversification strategy? Explain the different types of diversification strategies. [2+3]
6. What are the key elements of a SWOT analysis? [5]
7. What are the three levels of strategy in an organization? [5]
8. Explain McKinsey 7S framework. [5]
9. What is strategic management? Explain the strategic management process. [2+3]
10. What is management contract? Explain. [5]

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

Answer any **THREE** questions:

11. Strategic management is a critical element for the success of any enterprise in the present-day globalized world. How do you agree to the statement? Discuss with illustration indicating the importance of strategic management. [4+6]
12. "The success of strategic management largely depends on the efficiency of the CEO." Highlight this statement explaining the role of Chief Executive Officer as strategy formulator and implementor. [5+5]
13. What is portfolio analysis? Explain BCG matrix. [2+8]
14. What are the different methods of external environment analysis? What is PESTLE analysis? [3+7]
15. What do you understand by Porter's 5-Forces Model? Explain. [10]

SECTION D: CASE STUDY (15 MARKS)

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

The ABC Travel Group is a leading travel company that offers a wide range of travel services, including tours, packages, and adventure experiences. The company has been experiencing steady growth in recent years, and management is now considering expanding its operations into new markets. The company has identified several potential market opportunities, including a growing demand for eco-tourism and adventure travel, as well as an increasing number of tourists from emerging economies.

Questions:

- a. What are the growth strategies that the ABC Travel Group can implement? [5]
- b. How can the ABC Travel Group assess the potential of different market opportunities for growth and expansion? [5]
- c. What are the risks and challenges associated with expanding into new markets in the travel and tourism industry? [5]

THE END