

**CENTRAL UNIVERSITY OF HARYANA**

**Term End Examinations June/July 2023**

**Programme: MTTM**

**Session: 2023**

**Semester: IV**

**Max. Time: 2 Hours**

**Course Title: Tourism Entrepreneurship and Careers**

**Max. Marks: 35**

**Course Code: SLLCH THM 02 04 02 C 1012**

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**Instructions:**

- (i) Question No.1 consists of four short answer type questions out of which the candidates are required to attempt any two questions. Each question carries 3.5 marks.
- (ii) Question No. 2 to 3 have Three Sub-questions out of which the Candidates are required to attempt any two questions. Each question carries 07 marks.
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**Q 1.**

**(2X3.5=7)**

- a) What is tourism entrepreneurship?
- b) What are the benefits of pursuing a career in tourism entrepreneurship?
- c) What skills and qualifications are beneficial for a career in tourism entrepreneurship?
- d) What are some examples of successful tourism entrepreneurship ventures?

**Q 2.**

**(2X7=14)**

- a) What are the strategies for promoting entrepreneurship in underdeveloped or emerging tourism destinations?
- b) Differentiate between entrepreneurship and entrepreneur.
- c) What are the cultural and societal barriers that impact entrepreneurial success in India?

**Q3.**

**(2X7=14)**

- a) What opportunities exist within universities and schools for aspiring tourism entrepreneurs?
- b) What skills and qualifications are necessary to be a successful tour guide entrepreneur?
- c) What are the potential challenges and risks associated with starting a foreign exchange entrepreneurship venture in tourism?



**CENTRAL UNIVERSITY OF HARYANA**

**Term End Examinations June/July 2023**

**Programme: MTTM**

**Session: 2023**

**Semester: IV**

**Max. Time: 3 Hours**

**Course Title: MICE Tourism**

**Max. Marks: 70**

**Course Code: SLLCH THM 02 04 03 DCEC 2114**

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**Instructions:**

1. Question no. 1 has seven parts and students are required to answer any four. Each part carries three and half Marks.

2. Question no. 2 to 5 have three parts and students are required to answer any two parts of each question. Each part carries seven marks.

**Q 1.**

**(4X3.5=14)**

- a) What is MICE tourism, and what does it encompass?
- b) What are the key differences between MICE tourism and leisure tourism?
- c) What are the steps involved in organizing a successful MICE event?
- d) ICPB and ICCA
- e) What are the essential qualities of a successful event manager?
- f) What are some common challenges specific to individual events?
- g) How important is problem-solving ability for an event manager?

**Q 2.**

**(2X7=14)**

- a) What is business tourism, and how does it differ from other forms of tourism?
- b) How does the demand for business tourism arise, and what are the factors that influence it?
- c) How do business tourism activities contribute to the local economy and community development?

**Q3.**

**(2X7=14)**

- a) What are the major MICE destinations in India and what makes them attractive for hosting business events?
- b) What are the environmental implications of large-scale events?
- c) How can events be designed to maximize their positive impact and minimize negative consequences?

**Q 4.**

**(2X7=14)**

- a) What are the different types of venues commonly used for events, and what factors determine their suitability?
- b) How can the principles of management be applied in event management?
- c) What are the legal requirements and permits needed to organize an event?

**P.T.O**

Q 5.

(2X7=14)

- a) How do events create opportunities for collaboration between the tourism industry and other sectors?
- b) How does information technology play a crucial role in event planning and management?
- c) How does creativity play a role in event management and the ability to think outside the box?

# CENTRAL UNIVERSITY OF HARYANA

## Second Semester Term End Examinations July 2023

**Programme:** MTTM

**Session:** 2022-23

**Semester:** 2

**Max. Time:** 3 Hours

**Course Title:** ITINERARY PREPAIRATION AND TOUR PACKAGING

**Max. Marks:** 70

**Course Code:** SLLCH THM 02 02 01 C 5005

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### **Instructions:**

1. Question no. 1 has seven parts and students are required to answer any four. Each part carries three and half Marks.

2. Question no. 2 to 5 have three parts and student arerequired to answer any two parts of each question. Each part carries seven marks.

Q 1. (4X3.5=14)

- a) What is an Itinerary?
- b) Write about the steps for Itinerary Preparation.
- c) What is tour designing?
- d) Explain about the components of Package Tour?
- e) What is Pricing?
- f) What is tour costing.
- g) Explain about the role of Tour Escort.

Q 2. (2X7=14)

- a) What are the key factors to consider when preparing an itinerary for a trip?
- b) Write in details about the do's and don'ts of Itinerary Preparation?
- c) Explain about the various steps of Itinerary

Q3. (2X7=14)

- a) What is the importance of Tour Packaging? What are the types of Tour Packages?
- b) How FIT, GIT and SIT tour packages are different from each other?
- c) Write in detail about the Tour Formulation.

Q 4. (2X7=14)

- a) What is cost sheet? Draw a Cost Sheet format for tour package
- b) Explain various pricing strategies of Tour packaging.
- c) Write in detail about the Tour Packages of SOTC.

Q 5. (2X7=14)

- a) What are the standard procedure for pick up and drop?
- b) Kindly highlight the Do's and Don'ts of Sightseen?
- c) How guest comment sheet can helpful in improving the services in Tourism Industry?



**CENTRAL UNIVERSITY OF HARYANA**

**Second Semester Term End Examinations June/ July 2023**

**Programme: MTTM**

**Session: 2023**

**Semester: II**

**Max. Time: 3 Hours**

**Course Title: Adventure Tourism**

**Max. Marks: 70**

**Course Code: SLLCH THM 02 02 01 DCEC 4004**

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**Instructions:**

1. Question no. 1 has seven parts and students are required to answer any four. Each part carries three and half Marks.
2. Question no. 2 to 5 have three parts and students are required to answer any two parts of each question. Each part carries seven marks.

**Q 1. (4X3.5=14)**

- a) What are the key characteristics of adventure tourism experiences?
- b) What are some of the risks and challenges associated with adventure tourism?
- c) Can you provide examples of popular water-based adventure activities?
- d) How are the minimum qualifications and certifications determined for adventure tourism guides?
- e) How should adventure tourism operators ensure clear and accurate communication with participants regarding risks and expectations?
- f) Define HAPE, HACE and AMS.
- g) How does altitude affect weather conditions in mountainous areas?

**Q 2. (2X7=14)**

- a) What are some popular land-based adventure tourism destinations?
- b) Which place offers exceptional opportunities for air based camping experiences?
- c) What are the economic challenges faced by adventure tourism operators?

**Q3. (2X7=14)**

- a) What are the essential safety guidelines for hiking and trekking activities?
- b) What are the procedures for booking an adventure peak?
- c) What is the cancellation policy for adventure tourism permits and bookings?

**Q 4. (2X7=14)**

- a) Why is basic first aid important in adventure tourism? What are the key elements of a basic first aid kit for adventure tourism?
- b) How do HAPE, HACE, and AMS differ from each other?
- c) What are the recommended acclimatization strategies to prevent altitude sickness?

**P.T.O**

Q 5.

(2X7=14)

- a) How is hazard equipment different from regular equipment used in adventure tourism?
- b) What are the environmental considerations when using ropes and glissading techniques in adventure tourism?
- c) How can adventure tourism operators mitigate the risks of avalanches caused by changing weather conditions?



CENTRAL UNIVERSITY OF HARYANA

Second Semester Term End Examinations June/July 2023

Programme: MTTM

Session: 2023

Semester: II

Max. Time: 3 Hours

Course Title: Tourism Attractions

Max. Marks: 70

Course Code: SLLCH THM 02 02 01 GEC 4004

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**Instructions:**

1. Question no. 1 has seven parts and students are required to answer any four. Each part carries three and half Marks.
2. Question no. 2 to 5 have three parts and students are required to answer any two parts of each question. Each part carries seven marks.

**Q 1.**

**(4X3.5=14)**

- a) What are some iconic architectural landmarks in the destination?
- b) Write a note on Golden triangle of India.
- c) What are the key attractions of Lucknow?
- d) What is the importance of the Jagannath Temple in Puri?
- e) What is the significance of the cultural centers in showcasing Indian cultures?
- f) What can visitors experience at Solang Valley in Manali?
- g) What are some attractions or activities available for visitors at Juhu Beach in Mumbai?

**Q 2.**

**(2X7=14)**

- a) Are there any specific etiquette or dress code requirements to be followed when visiting religious sites in these cities?
- b) Can you provide recommendations for activities or attractions suitable for families or children in Delhi, Agra, and Jaipur?
- c) What are the religious and spiritual significance of the Ajanta and Ellora Caves?

**Q3.**

**(2X7=14)**

- a) What is the importance of the Golden Temple (Harmandir Sahib) in Amritsar, and how does it attract millions of visitors each year?
- b) What is the historical and cultural significance of the Jagannath Temple in Puri and the famous Rath Yatra festival?
- c) What are the challenges of visiting Kedarnath and Badrinath due to its remote location and harsh weather conditions?

**Q 4.**

**(2X7=14)**

- a) Which is the famous summer festival celebrated in Shimla that showcases local culture, music, and dance?
- b) Can you provide an overview of Jim Corbett National Park, including its location and significance?

- c) How does Gir National Park promote responsible and sustainable tourism practices with in community?

**Q 5.**

**(2X7=14)**

- a) What is the significance of Andaman and Nicobar Islands as a tourist destination?  
b) What are the water sports and activities available for tourists in India?  
c) What are the traditional dances, music, and performances that are showcased during the Goa carnival?

# CENTRAL UNIVERSITY OF HARYANA

## Second Semester Term End Examinations July 2023

**Programme: MTTM**

**Session: 2022-23**

**Semester: 2**

**Max. Time: 3 Hours**

**Course Title: HUMAN RESOURCE MANAGEMENT IN TOURISM**

**Max. Marks: 70**

**Course Code: SLLCH THM 02 02 04 C 4004**

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### **Instructions:**

1. Question no. 1 has seven parts and students are required to answer any four. Each part carries three and half Marks.

2. Question no. 2 to 5 have three parts and student are required to answer any two parts of each question. Each part carries seven marks.

Q 1. (4X3.5=14)

- a) What Human Resource Management?
- b) What is job Analysis?
- c) What is importance of Promotion in Tourism Industry?
- d) Explain about the techniques of Employee Development?
- e) What is Job Description?
- f) Highlight the importance of rewards in Tourism Industry.
- g) What is Incentive?

Q 2. (2X7=14)

- a) What is the need and importance of HRM in Tourism?
- b) Explain in detail about the emerging role of HR in Tourism Industry?
- c) What is Human Resource Planning?

Q3. (2X7=14)

- a) What is Selection and also highlight the various steps involved for selection in Tourism?
- b) Explain in details about the various types of Interviews.
- c) What is employee promotion. How it is important for the organization and employee.

Q 4. (2X7=14)

- d) How training is important for Tourism Industry?
- e) What is the concept and purpose of Employee Development?
- f) Which methods can be adopted for Training in Tourism Industry?

Q 5. (2X7=14)

- a) Highlight the importance of performance appraisal.
- b) What is the concept of rewards and benefits in organizations?
- c) Explain in detail about the need of Grievance Handling System in Tourism Industry?



**CENTRAL UNIVERSITY OF HARYANA**

**Second Semester Term End Examinations July 2023**

**Programme: MTTM**

**Session: 2022-23**

**Semester: II**

**Max. Time: 3 Hours**

**Course Title: Tourism Economics**

**Max. Marks: 70**

**Course Code: SLLCH THM 02 02 02 C 5005**

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**Instructions:**

1. Question no. 1 has seven parts and students are required to answer any four. Each part carries three and half Marks.

2. Question no. 2 to 5 have three parts and students are required to answer any two parts of each question. Each part carries seven marks.

**Q 1.**

**(4X3.5=14)**

- a) How does price elasticity of demand affect the revenue of a business?
- b) Define relationship between tourism and economics.
- c) What are the factors that can hinder or limit the market potential for tourism in a destination?
- d) What is unitary elasticity of demand, and how does it affect total revenue?
- e) What is the role of tourism in job creation and employment generation?
- f) Differentiate demand and Supply.
- g) What is the purpose of financial accounting in tourism?

**Q 2.**

**(2X7=14)**

- a) How does tourism contribute to the diversification and growth of local economies?.
- b) What are the economic benefits and challenges of promoting sustainable and responsible tourism practices in Indian context?
- c) How does the availability and accessibility of transportation infrastructure impact the market potential for tourism?

**Q3.**

**(2X7=14)**

- a) What role does seasonality and climate play in determining tourism demand?
- b) How does the law of diminishing marginal utility explain consumer behavior?
- c) How can the cross elasticity of tourism demand help in understanding the dynamics between different sectors of the tourism industry?

**Q 4.**

**(2X7=14)**

- a) How does sustainable tourism development contribute to reducing leakages and enhancing tourism linkages within the local economy?
- b) What are the economic and social impacts of tourism on rural and remote areas?
- c) What components are included in the balance of payments in tourism?

P.T.O

Q 5.

(2X7=14)

- a) What are the advantages of financial accounting in providing timely and accurate financial information for tourism decision-making?
- b) What are the various branches of accounting? How does financial accounting contribute to the financial management of tourism businesses?
- c) What is the role of financial accounting in the tourism sector?