

**SIXTH SEMESTER (CUCBCSS—UG) DEGREE [SPECIAL] EXAMINATION
MARCH 2021**

BTTM (Travel and Tourism Management)

TTM 6B 15—ENTREPRENEURSHIP DEVELOPMENT

Time : Three Hours

Maximum : 80 Marks

Section A

Answer all questions.

Each question carries 1 mark.

1. _____ is the institution which was set up in 1982 to promote integrated rural development
2. Name the institution which is set up as an apex bank to provide direct or indirect financial assistance under different scheme.
3. A _____ is a specialized firm that finances young, start-up companies
4. Write the expansion of SIDBI.
5. EIP stands for _____.
6. A women entrepreneur is supposed to have a minimum financial interest in share capital of entrepreneur's enterprise is _____.
7. Venture capital is concerned with _____.
8. Define joint venture.
9. SBA stands for _____.
10. What are the two types of entrepreneurship based on ownership ?
11. _____ is an institution to set up a network of technical consultancy organizations in the country.
12. Expand MSME.

(12 × 1 = 12 marks)

Turn over

Section B

*Answer at least six questions.
Each question carries 3 marks.
All questions can be attended.
Overall Ceiling 18.*

13. What is the meaning of Ancillary Industries ?
14. Who is an Entrepreneur ?
15. What is the meaning of Tiny Enterprise ?
16. Differentiate between entrepreneur and intrapreneur
17. Write any four factors affecting to entrepreneurship.
18. What are entrepreneurial development programs ?
19. Write types of entrepreneur according to scale of enterprise.
20. Give any *two* examples of Traditional small-scale industries.
21. Write any *two* functions of SIDBI.
22. What is industry analysis ?
23. Write any four functions of a project manager.
24. What is a project ?

(6 × 3 = 18 marks)

Section C

*Answer at least four questions.
Each question carries 6 marks.
All questions can be attended.
Overall Ceiling 24.*

25. Define Women entrepreneur. Give Examples of Industries promoted by Women Entrepreneurs.
26. What are the major contents of a project report ?
27. What is industrial sickness. Suggest two financial remedies for solving it.
28. What are the planning commission guidelines for formulating a project ?
29. What are the various types of entrepreneurship ?
30. Point out qualities of successful Entrepreneur.

31. What are the various categories of projects ?
32. Explain the process of project evaluation.

(4 × 6 = 24 marks)

Section D

*Answer any two questions.
Each question carries 13 marks.*

33. Write the characteristics of Entrepreneurship. Point out key factors influencing the mobility of entrepreneurs.
34. What are the institutions in India provide financial support to entrepreneurial projects ? Explain in detail.
35. Explain the essential qualities of an entrepreneur. Describe the important factors affecting entrepreneurial growth.
36. "Self-employment is the best method of solving the problem of growing unemployment in the country." Prepare a sample project proposal for a new venture of your choice.

(2 × 13 = 26 marks)

**SIXTH SEMESTER (CUCBCSS—UG) DEGREE [SPECIAL] EXAMINATION
MARCH 2021**

BTTM (Travel and Tourism Management)

TTM 6B 13—PRINCIPLES OF MARKETING

Time : Three Hours

Maximum : 80 Marks

Section A

*Answer all questions.
Each question carries 1 mark.*

1. Define Market.
2. What is Demand ?
3. What is SWOT Analysis ?
4. What is product positioning ?
5. What is a Brand ?
6. What do you mean by personal selling ?
7. Define Service Marketing.
8. What are the factors that influence pricing ?
9. What is product value ?
10. What is non-store based retailing ?
11. What is E- commerce ?
12. What do you mean by value network?

(12 × 1 = 12 marks)

Section B

*Answer at least six questions.
Each question carries 3 marks.
All questions can be attended.
Overall Ceiling 18.*

13. What do you mean by customisation of services ?
14. What is word of mouth publicity ?
15. What is target market ?
16. Mention the factors influencing buying behaviour.

Turn over

17. What are complementary services ?
18. Write a short note on customer satisfaction.
19. What are retail vending machines ?
20. Briefly explain demand based pricing.
21. Write a brief on physical evidence.
22. What is socially responsible marketing ?
23. What is market environment analysis ?
24. What are speciality stores ?

(6 × 3 = 18 marks)

Section C

*Answer at least four questions.
Each question carries 6 marks.
All questions can be attended.
Overall Ceiling 24.*

25. Describe the various sales promotion tools.
26. Explain the steps in advertising process.
27. What are the elements of marketing mix ?
28. Explain the steps of product life cycle.
29. Describe the need for market segmentation.
30. What are the steps of buyer decision-making process ?
31. Discuss the role of technology in the marketing of services.
32. Write an essay on communication planning and control.

(4 × 6 = 24 marks)

Section D

*Answer any two questions.
Each question carries 13 marks.*

33. Discuss the trends and challenges of marketing in the manufacturing sector.
34. Discuss the strategies for managing demand and supply.
35. 'Marketing planning and control can be considered as the nerve centre of marketing management'. Discuss.
36. Outline and explain the types of pricing.

(2 × 13 = 26 marks)

**SIXTH SEMESTER (CUCBCSS—UG) DEGREE [SPECIAL] EXAMINATION
MARCH 2021**

B.T.T.M. (Travel and Tourism Management)

TTM 6B 12—TRAVEL AGENCY AND TOUR OPERATION MANAGEMENT

Time : Three Hours

Maximum : 80 Marks

Section A

Answer all questions.

Each question carries 1 mark.

1. Expand IATO
2. What is the airline code of Etihad Airlines ?
3. What is the city code of Srinagar ?
4. Expand IATA
5. What is visa ?
6. 'SG' is the code of which airline ?
7. What is Independent Tour ?
8. Name the first travel agency in India.
9. What is hosted tour ?
10. Explain escorted tour.
11. Who is the father of tour operations ?
12. Explain leisure tour package.

(12 × 1 = 12 marks)

Section B

Answer at least six questions.

Each question carries 3 marks.

All questions can be attended.

Overall Ceiling 18.

13. Name any four popular GDS.
14. What is 'incentive tour' ?
15. Describe the organisational structure of a retail travel agency.

Turn over

16. What is Schengen Visa ?
17. Who is a domestic tour operator ?
18. Differentiate between Embassy & High-commission.
19. Explain the responsibilities of a ground handling agency.
20. Explain tailor-made- packages.
21. Write city codes of : Moscow : Johannesburg : Barcelona: Kuala Lumpur.
22. Explain 'global indicators'.
23. Name any four publicity materials used to market tour packages.
24. What is MICE tourism ?

(6 × 3 = 18 marks)

Section C

*Answer at least **four** questions.*

Each question carries 6 marks.

All questions can be attended.

Overall Ceiling 24.

25. What is passport ? Explain various types of passports in India.
26. Discuss various travel documentation required for international travel.
27. Analyse the challenges faced by travel agents in this era of OTPs.
28. What are the components of a tour package ?
29. Explain various tour itineraries.
30. Explain the organisational structure of a large travel agency.
31. Discuss various steps involved in setting up a travel agency.
32. Describe the influence of IT in travel agency business.

(4 × 6 = 24 marks)

Section D

*Answer any **two** questions.*

Each question carries 13 marks.

33. Discuss the necessary linkages of a tour operator with tourism service providers.
34. Describe the advantages and challenges in promoting Indian inbound tourism.
35. What are the rules and regulations for IATA approval for a travel agency ?
36. Differentiate between guide and escort. Discuss the skills, responsibilities and challenges of guiding and escorting.

(2 × 13 = 26 marks)