Candidates are required to give their answers in their own words as far as practicable.

Attempt ALL questions

Group "A"

Brief Answer Questions  
1. Mention any four uses of macroeconomics?
2. Define demand function.
3. What are the instruments of fiscal policy?
4. Define tourism investment.
5. What do you mean by economic profit?
6. Define price discrimination.
7. Mention any four impacts of tourism sector.
8. What are the objectives of tourism enterprises?
9. What are the phases of business cycles?
10. Distinguish between GDP and GNP?

Group "B"

Short Answer Question  
11. Define micro-economics and explain its scope.
12. Distinguish between Balance of Trade and Balance of Payment.
13. Explain tourism industry and its products?
15. What do you mean by exchange rate? Explain its types.
16. What is inflation? What are the causes of inflation in Nepal?

Group "C"

Comprehensive Answer Question  
17. Define price elasticity of demand. What are its various types?
18. How are price and output determined under perfect competition?
Candidates are required to give their answers in their own words as far as practicable.

Attempt ALL questions

Group "A"

Brief Answer Questions [10 x 1 = 10]

1. List the types of motivation.
2. Mention the process of control with diagram.
3. Give the meaning of TQM.
4. What are the forces of organizational change?
5. Write the types of managers.
6. List any four characteristics of contingency theory.
7. Show the decision making process with diagram.
8. Define Authority & Responsibility.
9. Draw the diagram of live organization structure.
10. Write any four importance of staffing.

Group "B"

Short Answer Question [6 x 5 = 30]

11. What is Management? Why Management functions are important for the business organizations? Explain.
12. Explain control system with diagram.
14. What is planning? Describe the tools of planning.
15. Define organizing. Explain the organizing process.
16. Why communication is necessary in the organization? Explain the different types of communication.

Group "C"

Comprehensive Answer Question [2 x 10 = 20]

17. "Managers in any organization have to perform different function depending on the situation". In lights of this statement, explain the roles of Managers as developed by Mintzberg.
18. Discuss different qualities of leadership with suitable examples.
Model Question

TRIBHUVAN UNIVERSITY
FACULTY OF MANAGEMENT
Office of the Dean
2015

BTTM / First Semester / TTM315: Fundamentals of Travel & Tourism Management

Candidates are required to give their answers in their own words as far as practicable.

Attempt ALL questions

Group "A"

Brief Answer Questions

1. How UNWTO defines tourism?
2. What is Tourism Satellite Account?
3. Name two of the typologies of tourism as per Valen Smith.
4. What are the major tourist attractions of hilly region of Nepal?
5. Tourism developments in the medieval period.
6. What is price elasticity of demand?
7. The destinations included in the Grand tour.
8. Who is Thomas Cook?
9. Write any four basic qualities of tourism workforce?
10. Why the service should be customer focused?

Group "B"

Short Answer Question

11. Relate the Advocacy Platform with the development of the society.
12. Highlight the four Dimensions of tourism.
13. How changing demand deals with the supply in tourism? Explain.
14. Describe the various career possibilities of tourism studies.
15. Explain the requirements of a sound theory of tourist motivation.
16. What is tourism? How can we attract tourists in Nepal?

Full Marks: 60
Time: 3 Hrs.
Group "C"

Comprehensive Answer Question

17. Discuss the Role of International Civil Aviation Organization and Universal Federation of Travel Assets Association in the development of tourism in Nepal.

18. Different approaches of tourism should be studied to understand tourism better. Explain those approaches to increase the flow of tourists in Nepal.

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