

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

BTTM (Sem.-5)
TOURISM BUSINESS ENVIRONMENT
Subject Code : BTTM-503-18
M.Code : 78210
Date of Examination : 26-11-2024

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.
3. SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.

SECTION-A

1. Write briefly :

- a) Economic Reforms
- b) Incentives
- c) Trade Reforms
- d) Internal Environment
- e) MSME
- f) Enterprise
- g) Economic Reforms
- h) Micro Enterprise
- i) Liberalization
- j) External Environment

SECTION-B

2. With examples explain what is privatisation and how has it impacted the tourism industry?
3. What do you understand by environmental scanning? What is its importance to tourism industry?
4. What is Small scale industry, how has it helped tourism sector?
5. What is the significance of FDI for Indian tourism business environment?
6. Explain with examples, privatisation and its impact on tourism Industry.

SECTION-C

7. In brief explain about the Nature, components and determinants of tourism business environment.
8. Describe about the various problems that are faced by small scale industries in India. What are the various Incentives that are given to Small Scale Industries by the Government?
9. What do you understand by the term competition act? What are its salient features? What is the impact of this act on Indian Tourism Business?

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.