

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

BTTM (Sem.-5)
TOURISM BUSINESS ENVIRONMENT

Subject Code : BTM-503-18

M.Code : 78210

Date of Examination : 16-12-2022

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) What is meant by micro environment?
- b) What is PEST analysis?
- c) What is meant by environmental scanning?
- d) What is Globalization?
- e) What is competition act?
- f) What is small scale tourism enterprise?
- g) Discuss the nature of tourism business environment.
- h) Differentiate between micro and macro environment.
- i) What is meant by foreign direct investment?
- j) What is LPG policy?

SECTION-B

2. Discuss the environmental scanning techniques.
3. Pen down the significance of Foreign Direct Investment in tourism in India.
4. Discuss the impact of competition act on Indian tourism business.
5. Discuss the various economic reforms and its impact on tourism industry.
6. Discuss the various trends in tourism business in India.

SECTION-C

7. Discuss the various types of business environment with suitable examples.
8. Discuss the various industrial policies of India with special emphasis on new industrial policy related to tourism business.
9. Discuss the significance, problems and various incentives given to small scale tourism enterprises in Indian economy with suitable examples.

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.