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Total No. of Pages : 02

Total No. of Questions : 18

BTTM (Sem.-5)  
**TOURISM BUSINESS ENVIRONMENT**  
Subject Code : BTTM-503-18  
M.Code : 78210

Time : 3 Hrs.

Max. Marks : 60

**INSTRUCTION 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**

Answer briefly :

- 1) Define External environment.
- 2) Define Globalisation.
- 3) What do you mean by Environmental scanning?
- 4) What are economic reforms?
- 5) Define tourism policy.
- 6) What is liberalization?
- 7) What do you mean by FDI?
- 8) What do you mean by MSME?
- 9) What is technological environment?
- 10) What is forex?

### SECTION-B

- 11) Explain privatisation with a suitable example from Indian tourism industry.
- 12) Explain competition act and its impact on Indian tourism industry.
- 13) Explain the importance of small scale enterprises in tourism business.
- 14) List down the various travel reforms in recent times in India.
- 15) Write a brief note on FEMA.

### SECTION-C

- 16) a) Write a detailed note on nature and various determinants of business environment.  
b) Write a detailed note on various components of tourism environment.
- 17) Explain globalisation and its impacts on Indian tourism industry.
- 18) Write a detailed note on latest Indian tourism policy.

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.