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**VI Semester B.B.A. 3 Degree Examination, September - 2020**  
**TOURISM AND HOSPITALITY MANAGEMENT(Theory)**  
**(General Management)**

**Time : 3 Hours**

**Maximum Marks : 80**

**Instructions to Candidates:**

- 1) Give examples wherever necessary.
- 2) PART-D is Compulsory.

**PART - A**

Answer the following **any ten**, each carrying **2** marks.

**(10×2=20)**

- 1) Define tourism Management.
- 2) What is tour packaging?
- 3) Expand PATA and UNWTO.
- 4) Who is an 'excursionist'?
- 5) What is the motive behind Business tourism?
- 6) What is complementary pricing?
- 7) Mention any four types of travel formalities.
- 8) What is transit visa?
- 9) Explain the term "suite Hotel" and "spas"
- 10) What is cruising?
- 11) What are Downtown Hotels?
- 12) What do you mean by Rotels & Floatels?

**PART - B**

Answer the following any **FOUR**.

**(4×5=20)**

- 13) Write a note on different tourism activities in India.
- 14) Explain the components of tour cost.

**[P.T.O.]**



- 15) Illustrate the steps involved in calculation of tour price.
- 16) What is Tour Infrastructure? Write the Components.
- 17) Enumerate the employment opportunities associated with Hospitality Industry.
- 18) Write a note on Modes of Transport.

**PART - C**

Answer the following any **THREE**

**(3×10=30)**

- 19) State the various forms of alternative/special interest tourism and explain in Brief.
- 20) What is the significance of tourism and How International agencies promoting tourism industry? Explain.
- 21) Discuss various types of tourism product.
- 22) Write a note on Hospitality and enumerate the importance of hospitality industry.
- 23) (a) 'Nadahabba' - Mysore Dussehra, a 10 days festival celebrated with Utmost spectacle & joy in the city of mysore. Brief the mysore Dussehra-2019 attracts the tourist most and prominent part of Karnataka tourism

**(OR)**

- (b) 'MahashivaRatri'-2020, A night with the Divine organised by Isha yoga center is one of the largest & most significant among the sacred festival nights of India. Write a note on 'Adi Yogi' how it attracts the tourist & contribute the Indian tourism.

**(OR)**

- (c) The sound of "Wo Kaataa; The Fight of colourful kites Flying through the sky. International kite festival -2020. Ahmedabad. Gujarat has celebrated. On the eve of Uttarayan or Makara sankranti. Write a note on kite Festival 2020.

**PART - D**

Answer the following. **(Compulsory)**

**(1×10=10)**

- 24) Give the classification of hotels on the basis of location, length of stay, theme and service.
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VI Semester B.B.A. 3 Degree Examination, September - 2020

**COMPANY LAW & SECRETARIAL PRACTICE****(Regular)****Time : 3 Hours****Maximum Marks : 80****Instructions to candidates :**

- 1) *Mention question numbers correctly.*
- 2) *Part D is compulsory.*

**PART - A****Answer any TEN Questions.****(10×2=20)**

1. What is Company Law ?
2. What is a Public Ltd. Company ?
3. Who is a Promoter ?
4. What is a Shelf Prospectus ?
5. Mention any two Liabilities of a Company Secretary.
6. What is disclosure of interest of a director ?
7. What is Annual General Meeting ?
8. What is an Agenda ?
9. Who is a Secretary as per Indian Contract Act 2013?
10. Mention any two duties of a Director.
11. Expand MoA & AoA.
12. What is Perpetual Succession ?

**P.T.O.**

**PART - B****Answer any FOUR Questions.****(4×5=20)**

13. Explain the steps in formation of a Public Company.
14. Explain the role of Promoter in formation of a Company.
15. What are the statutory duties of a Company Secretary?
16. Explain the requisites of a meeting.
17. What are various types of Directors ?
18. Write a short note on :
  - a) Doctrine of Indoor Management.
  - b) Doctrine of Constructive notice.

**PART - C****Answer any THREE Questions.****(3×10=30)**

19. How can a Public Company get converted into a Private Company ?
20. What is the role of Secretary in a Company ?
21. Explain the various clauses in Memorandum of Association.
22. Explain the powers, duties and Liabilities of a Director.
23. Explain the types of meetings in a Company.

**PART - D****(Compulsory)****(1×10=10)**

24. Draft a notice and Agenda for the 15<sup>th</sup> Annual General Meeting of Sabc Company Ltd. R.T. Nagar, Bangaluru.
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VI Semester B.B.A. 3 Degree Examination, September - 2020

**INTERNATIONAL BUSINESS MANAGEMENT**

**(Regular)**

**Time : 3 Hours**

**Maximum Marks : 80**

**Instructions to candidates :**

- 1) *Mention question numbers correctly.*
- 2) *Part D is compulsory.*

**PART - A**

**I. Answer any 10 Questions:**

**(10×2=20)**

1. What is International Business ?
2. What is a Multinational Company ?
3. What is a Trade Block ?
4. What are Incoterms ?
5. What is Blocked Accounts ?
6. What are the Functions of W T O ?
7. Expand SAARC and APEC.
8. What is Exchange Control ?
9. What is FOREX ?
10. What is Mate Receipt ?
11. What is F D I ?
12. What are Tariffs ?

**[P.T.O.]**

**PART - B****II. Answer any 4 Questions:****(4×5=20)**

13. Explain the difference between Domestic and International Trade.
14. Explain any 5 incoterms used in International Trade.
15. Write a brief note on WTO.
16. Explain the challenges faced by HR in International Business.
17. What are the determinants of foreign exchange ?
18. What are the protectionist measures the government taken to safe guard domestic companies ?

**PART - C****III. Answer any 3 Questions:****(3×10=30)**

19. Explain the highlights of recent EXIM policy.
20. Explain various problems of International Business.
21. Explain :
  - a) Spot Rate
  - b) Options Market
  - c) Forward Exchange Rate
  - d) Future market.
22. Explain Import Procedure.
23. What are the factors affecting Exchange Control ?

**PART - D****IV. (Compulsory):****(1×10=10)**

24. What are the causes for disequilibrium in BOP and explain the corrective measures to restore equilibrium in BOP.
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VI Semester B.B.A. 3 Degree Examination, September - 2020

**SERVICES MANAGEMENT**

**(Regular)**

**Time : 3 Hours**

**Maximum Marks : 80**

**Instructions to candidates :**

- Answers should be to the point.*
- Write sections and Question numbers correctly as given in the question paper*
- Part IV is compulsory.*

**PART - I**

Answer any **TEN** of the following.

**(10×2=20)**

1. What do you mean by Augmented level of product ?
2. What is service positioning ? Give example.
3. What is cost based pricing ?
4. What is Internal Marketing ?
5. What is Service Quality ?
6. Define Benchmarking.
7. What is Franchising ?
8. What is Piggyback ?
9. What is Zone of tolerance
10. What is service Blue Print ?
11. Give 2 examples of methods used in promoting services.
12. What is market segmentation in services ?

**[P.T.O.]**

**PART - II**

Answer any **FOUR** of the following.

(4×5=20)

13. Explain in brief the Service Life Cycle concept.
14. What do you mean by Service Marketing Triangle? Explain.
15. Explain in brief the Stages / Procedure of Pricing a Service.
16. What are the challenges faced by organisation in Service Quality Control?
17. Mention a few criteria for Layout Planning.
18. Who is a franchiser? What are the advantages and disadvantages to the franchiser?

**PART - III**

Answer any **THREE** of the following.

(3×10=30)

19. Explain in detail the classification of Service Personnel.
20. What do you mean by Physical Evidence? Explain the elements of Physical Evidence.
21. Explain in detail the bases for service market segmentation.
22. Differentiate between a Physical Product and a Service Product.
23. What is Service Quality Gap model? Explain with a diagram.

**PART - IV**

(Compulsory)

(2×5=10)

24. Explain 7 P's for
    - a) Baby Sitting Services
    - b) Airline Services
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VI Semester B.B.A 3 Degree Examination, September - 2020

**INVESTMENT DECISIONS &****PROJECT MANAGEMENT****Specialisation Finance****(Regular)****Time : 3 Hours****Maximum Marks : 80****Instructions to Candidates:**

- 1) Mention question numbers correctly.
- 2) Calculators are allowed.
- 3) Part D is Compulsory.

**PART - A**Answer any **TEN**. Each carries 2 marks.**(10×2=20)**

- 1) What is Project?
- 2) What is capital budgeting?
- 3) What do you mean by BEP?
- 4) Mention any 2 sources of idea generation.
- 5) Define Benefit cost Ratio.
- 6) Expand IRR.ARR
- 7) What is demand forecasting?
- 8) Define payback period.
- 9) Mention the different forms of project organisation.
- 10) Define cash flow.
- 11) Give the formula to calculate profitability Index.
- 12) What is Technical Analysis.

**PART - B**Answer any **FOUR**. Each carries 5 marks.**(4×5=20)**

- 13) Explain the following.
  - i) Project planning.
  - ii) Project control.

**[P.T.O.]**



14) How would you characterise the market?

15) Calculate Accounting Rate of Return for the following projects.

	<u>Project - X</u>	<u>Project - Y</u>
Initial Investment	Rs.20,000	Rs.30,000
Expected Life (No salvage)	4 years	5 years
Projected Net incomes.		

<u>Year</u>	<u>Project - X</u>	<u>Project - Y</u>
I	2000	3000
II	1500	3000
III	1500	2000
IV	1000	1000
V	-	1000

16) Calculate the Profitability Index for the following project.

<u>Year</u>	<u>Cash inflow</u>	<u>Present value @10%</u>
0	50,000	-
1	20,000	0.909
2	15,000	0.826
3	25,000	0.751
4	10,000	0.683

17) Explain the peculiarities of project.

18) Determine the pay-back period for a project which requires a cash outlay of Rs.30,000 and generate cash inflows of Rs.6000, Rs.12,000, Rs.9000 and Rs.6000 in the first, second, third and fourth year respectively.

### PART-C

Answer any **THREE**. Each carries 10 Marks.

(3×10=30)

19) Define Secondary data. Explain the different methods of secondary data collection.

20) Calculate Internal Rate of Return for the following projects.

Particulars	Amount		PV factor @ 20%
	Project - A	Project - B	
Investment.	50,000	25,000	-
Cash Inflows			
I year	5000	10,000	0.833
II year	15,000	10,000	0.694
III year	30,000	10,000	0.579
IV year	20,000	10,000	0.482
V year	10,000	-	0.401

21) Explain in detail the process of capital budgeting.

22) Explain the pre-requisites for successful project implementation.

23) Write a note on

i) Financial Analysis

ii) Technical Analysis

#### PART -D

(Compulsory)

(1×10=10)

24) Sourabh co provides the following information calculate

i) NPV

ii) Profitability Index.

Year	Cash flow	PV factor @14%
0	Rs. 10,00,000	-
1	1,00,000	0.878
2	2,00,000	0.770
3	3,00,000	0.674
4	6,00,000	0.592
5	3,00,000	0.519