|              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Enrollment I          | Numbe    | r:               |
|--------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------|----------|------------------|
|              | Dr. Babasaheb Ambe                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | dkar Open Un          | ivers    | itv              |
|              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | ation January-2015    |          | •                |
| Cours        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | ,                     | Nume     | rical Code: 0063 |
| Subje        | ct Code : BBAHT-201                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                       | Nume     | rical Code: 0422 |
| Subje        | ct : Fundamentals of Huma                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | an Skill and O.B      | Total    | Marks : 70       |
| Date         | : 20/01/2015                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                       | Time     | : 03.00 to 06.00 |
| Section      | on A                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                       |          | (30)             |
|              | er the following (any three)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                       |          | (30)             |
|              | Briefly explain the concept of organization                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | tional Behaviour and  | l explai | in nature of OB. |
| 2.           | Discuss the Process of behaviour in det                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | ail.                  | -        |                  |
| 3.           | Explain the behaviouristic approach to                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | learning.             |          |                  |
| 4.           | Discuss the different theories of leaders                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | ship in detail.       |          |                  |
| 5.           | Briefly explain Maslow's theory and H                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | erzberg's theory of r | need.    |                  |
| Section      | n B                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                       |          | (20)             |
| Answe        | er the following (any four)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                       |          |                  |
| 1.           | Interpersonal skills                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                       |          |                  |
| 2.           | Types of Attitude.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                       |          |                  |
| 3.           | Contributing disciplines to the field of Contributing disciplines dis | OB.                   |          |                  |
| 4.           | Methods in organizational development                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | t.                    |          |                  |
| 5.           | Conflict handling model.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                       |          |                  |
| 6.           | Resistance to change.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                       |          |                  |
| Section      | on C                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                       |          |                  |
| ( <b>A</b> ) | ) MCQ (2x5)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                       |          | (10)             |
| 1            | Effective communication at work pla                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | ace is not important. |          |                  |
|              | True/ False                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                       |          |                  |
| 2            | Johari window model is developed b                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | у                     | and      |                  |
| 3            | BO is the study of human behavior a                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | it work place.        |          |                  |
|              | True/False                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | -                     |          |                  |
| 4            | Contingency model of eldership is g                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | iven by               | _        |                  |
| 5            | TQM technique is developed by                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | -                     |          |                  |
| <b>(D</b> )  | ) D                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                       |          | (4.0)            |
|              | ) Do as Directed (2x5)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                       |          | (10)             |
|              | Define OB.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                       |          |                  |
| 2.           | What is Attitude?                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                       |          |                  |
| 3.           | Just write down the types of Reinforcer                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | nents in learning.    |          |                  |
| 4.           | 1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                       |          |                  |
| 5.           | Define organizational change.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                       |          |                  |

|                                       |                                                                                | Enrollment Num      | ber :                       |
|---------------------------------------|--------------------------------------------------------------------------------|---------------------|-----------------------------|
|                                       | Dr. Babasaheb Ambedkaı                                                         | Open Unive          | rsity                       |
|                                       | Term End Examination J                                                         |                     | •                           |
| Course                                |                                                                                | •                   | Code: 0063                  |
| Subject                               | t <b>Code</b> : BBAHT – 202                                                    | Numerical           | Code: 0423                  |
| Subject                               | : Secretarial Practice and Office Proce                                        | edure Total Mar     | <b>ks</b> : 70              |
| Date                                  | : 21/01/2015                                                                   | <b>Time</b> : 03    | .00 to 06.00                |
| Section                               | A                                                                              |                     | (30)                        |
|                                       | the following (any three)                                                      |                     |                             |
|                                       | Discuss the functions of a secretary of a co-op                                | •                   |                             |
|                                       | Define the debentures? Explain its features ar<br>security and convertibility. | nd types of debentu | ires on the basis of        |
|                                       | What is depository? Explain the importance of investors.                       | of depository from  | the view point of           |
| 4.                                    | What is company? Discuss the types of various                                  | us companies.       |                             |
| 5.                                    | Distinction between manager and managing of                                    | lirector.           |                             |
| Section                               | В                                                                              |                     | (20)                        |
|                                       | the following (any four)                                                       |                     |                             |
|                                       | Distinction between divided and interest.                                      |                     |                             |
|                                       | Describe the provisions of repayment of depo                                   |                     |                             |
| 3. ]                                  | Explain the parts (Contents) of a business lett                                | er.                 |                             |
| 4.                                    | Discuss the various types of promoters.                                        |                     |                             |
| 5.                                    | What is progress report of a company? Explain                                  | in with example.    |                             |
| <b>6.</b> ]                           | Discuss the various provisions regarding regis                                 | ster of members.    |                             |
| Section                               |                                                                                |                     | (10)                        |
|                                       | Choose correct answer.                                                         |                     | (10)                        |
| 1 Th                                  | ne word 'SECRETARY' comes from the Lati                                        |                     |                             |
| · · · · · · · · · · · · · · · · · · · | Legal officer b) Confidential officer c)                                       |                     | d) Government officer       |
| 2 W                                   | Thich one is not considered as a 'Borrowed ca                                  | pital' in the compa | nny.                        |
| a)                                    | Equity shares b) Debentures c)                                                 | Deposits            | d) Loans                    |
|                                       | ne reserves built up over the year by ploughin                                 | -                   | •                           |
| a)                                    | Expansion of business                                                          | *                   | demption of old liabilities |
| c)                                    | Replacement of obsolete assets for moderniz                                    | ation d) Dir        | rectors personal uses       |
| 4 No                                  | ow a days, date may be preferably written like                                 |                     | etter.                      |
| a)                                    | 80-05-2007 b) "8 <sup>th</sup> May, 2007" c)                                   | May 8, 2007         | d) 8/5/2007                 |
|                                       | the case of any general meeting the notice m                                   | •                   |                             |
|                                       | 5 days in advance b) 7 days in advance c)                                      | 21 days in advanc   | e d) 1 month in advance     |
|                                       | roxy can vote under this method.                                               | \ <b>D</b> .        | 1) D 11                     |
|                                       | By show of hands b) By division of meeting                                     |                     | d) By poll                  |
| 7 A                                   | company can never be in corporate without f                                    | tie at KOC office   |                             |

b) Articles of associationd) Books of accounts

a) Memorandum of association

c) Prospectus

| 8  |              | No change can be made in terms of appointment or reappointment of a managing director or a whole time director without the approval of. |
|----|--------------|-----------------------------------------------------------------------------------------------------------------------------------------|
|    | a            | a) State Government b) Board of directors c) Central government d) Members of the company                                               |
| 9  | 7            | The first annual return of public ltd. company must be field with the registrar within-                                                 |
|    | a            | a) 12 months b) 18 months c) 6 months d) 2 months                                                                                       |
| 10 |              | The reports which are largely made up of financial data, mathematical charts tabular columns of igures called-                          |
|    | a            | b) Periodic reports b) Examination reports                                                                                              |
|    | C            | e) Recommendation reports d) Statistical reports                                                                                        |
|    | <b>(B</b> )  | ) Fill in the blanks. (10)                                                                                                              |
|    | 1.           | Share capital is repayable at the time of the company.                                                                                  |
|    | 2.           | Depository share transactions has not risk of if there is slight difference in the signature of shareholder.                            |
|    | 3.           | A summary of proceeding of every general meeting, board meeting and meeting of committees of the board must be recorded in a book.      |
|    | 4.           | When there is a tie in votes, then the chairman of the meeting can exercise a second or                                                 |
|    |              | addition vote to decide the fate of the motion is called vote.                                                                          |
|    | 5.           | Life insurance Corporation of India is considered as Company.                                                                           |
|    | ( <b>C</b> ) | ) True/False (10)                                                                                                                       |
|    | 1.           | The rate of dividend on equity share is fixed.                                                                                          |
|    | 2.           | An ordinary resolution has to be passed for alteration of articles and reduction of capital.                                            |
|    | 3.           | The debentures holder does not have any right to vote in the company meeting.                                                           |
|    | 4.           | According to the latest provisions of companies act maximum 20% of net profit after                                                     |
|    |              | tax of each financial year have to be compulsorily transferred to reserves before declaring dividend.                                   |
|    | 5.           | The instrument appointing a proxy should be deposited with the company within 48 house before the scheduled time of meeting.            |
|    |              |                                                                                                                                         |

|               | Dr. Babasaheb Ambedkar Op                                                           |                                                            | esity              |  |
|---------------|-------------------------------------------------------------------------------------|------------------------------------------------------------|--------------------|--|
| •             | <b>ct Code</b> : BBAHT – 203                                                        | Numerical Code: 0063 Numerical Code: 0424 Total Marks : 70 |                    |  |
| Subje<br>Date | ct : Quantitative Techniques : 22/01/2015                                           | Time                                                       | : 03.00 to 06.00   |  |
| Section       |                                                                                     |                                                            | (30)               |  |
| 1.            | er the following (any three) Explain the Direct Personal interview method alon      | =                                                          | ts and deme rites? |  |
| 2.            | Form the following data calculate mean, median & Xi 0 1 2 3 4 5 6                   | mode:                                                      |                    |  |
|               | Fi 7 10 16 17 26 31 14                                                              |                                                            | ( <b>-</b> 0)      |  |
| 3.            | Find out standard elevation of the following Data v<br>48, 43, 65, 57, 31, 60, 37,  | 48, 59,                                                    | mean '50'          |  |
| 4.            | Calculate the co-efficient of correlation from the fo                               | ,                                                          |                    |  |
|               | Rank correlation                                                                    |                                                            |                    |  |
|               | X: 75 88 95 70 60 80 81 50                                                          |                                                            |                    |  |
|               | Y:   120   134   150   115   110   140   142   100                                  | 0                                                          |                    |  |
| 5.            | Explain in nutshell the procedure of North West cofeasible solution.                | orner method (                                             | NWCM) for finding  |  |
| Section       |                                                                                     |                                                            | (20)               |  |
|               | er the following (any four)  What is Geometric mean and what are its character      | ristics.                                                   |                    |  |
|               | Find 'Range 'from the following data.                                               |                                                            |                    |  |
|               | 7, 10, 20, 16, 18, 25, 34,                                                          | 11, 22,                                                    | 28                 |  |
|               | Highlight the limitations of linear Programming                                     |                                                            |                    |  |
|               | Write a short note on Regression Analysis.                                          |                                                            |                    |  |
| 5.            | Writ a short Note on                                                                |                                                            |                    |  |
| 6.            | "Game Theory" Give the meaning of Probability and explain how i making.             | t is useful in b                                           | usiness Decision   |  |
| Section       | on C                                                                                |                                                            |                    |  |
| (A            | ) Choose correct answer.                                                            |                                                            | (10)               |  |
| 1             | A bar diagram Which consists of a number of recta dimensional comparison. [1,2,3,4] | ingles, is used                                            | for                |  |
| 2             | General the geometric mean is always<br>[less than; more than; equal to]            | arithmetic me                                              | an in magnitude    |  |
| 3             | is supposed to be the best measure of d                                             | ispersion                                                  |                    |  |
|               | [Range, quartiles man deviations Standard dilation]                                 | ]                                                          |                    |  |
| 4             | is one of the most windily and best unders                                          | stood operation                                            | Research techniqu  |  |
|               | [Correlation; Regression lineal Programming]                                        |                                                            |                    |  |
|               |                                                                                     |                                                            |                    |  |

Enrollment Number : \_\_\_\_\_

| 5 |             | Rank correlation method was given by<br>[Karl Pearson; Spearman; Adam smith; Cowden] |      |
|---|-------------|--------------------------------------------------------------------------------------|------|
|   | <b>(B</b> ) | ) Do as directed (2x5)                                                               | (10) |
|   | 1.          | Statistician clan Dr. max o. Loren had derivedcarve.                                 |      |
|   | 2.          | Give full form of LCM                                                                |      |
|   |             | [Hint: is a method of calculate Assignment problem]                                  |      |
|   | 3.          | Game theory was developed in 1944 by                                                 |      |
|   | 4.          | Define Bayer Theorem                                                                 |      |
|   | 5.          | Census and large scale surveys are very expensive and time consuming.                |      |
|   |             | True/False                                                                           |      |
|   |             |                                                                                      |      |
|   |             |                                                                                      |      |

|         |              | Enrollme                                                                            | nt Number :                     |
|---------|--------------|-------------------------------------------------------------------------------------|---------------------------------|
|         | D            | r. Babasaheb Ambedkar Open U                                                        | <b>University</b>               |
|         |              | Term End Examination January-201                                                    | 15                              |
| Course  | e            | : BBAHT                                                                             | Numerical Code: 0063            |
| Subjec  | ct Code      | : BBAHT-204                                                                         | Numerical Code: 0425            |
| Subjec  | et           | : Introduction to Tourism Management                                                | Total Marks : 70                |
| Date    |              | : 23/01/2015                                                                        | <b>Time</b> : 03.00 to 06.00    |
| Section |              |                                                                                     | (30)                            |
|         |              | wing (any three)                                                                    |                                 |
|         | • •          | ing is needed in tourism? Describe planning provided history of travel a generical  | rocess.                         |
|         |              | Brief history of travel agencies<br>erary. State guidelines for planning an itinera | wand give a fair idea of        |
| ٥.      | itinerary ch |                                                                                     | y and give a fall luca of       |
| 4.      | •            | rist Guide? Explain the duties and responsibil                                      | ities of the tourist guide.     |
|         |              | pe of package tours and basic principles of pac                                     |                                 |
| Section | n B          |                                                                                     | (20)                            |
|         |              | ving (any four)                                                                     |                                 |
|         |              | note on Tour operator                                                               |                                 |
|         |              | the basic travel motivation?                                                        |                                 |
|         |              | t note on "Paid holiday"                                                            | limbrod swith anythronous anti- |
|         | =            | arrying capacity and sustainability are closely                                     | illiked with environment.       |
|         |              | t India's image among Americans.  comic significance of tourism.                    |                                 |
|         |              | onne significance of tourism.                                                       |                                 |
| Section |              | orrect answer.                                                                      | (10)                            |
| ` ′     |              |                                                                                     | (10)                            |
| 1       |              | full form of IUOTO                                                                  |                                 |
|         | *            | ion of official travel organization ional unit of official travel organization      |                                 |
|         |              | unit of official travel organization                                                |                                 |
|         |              | ional union of official travel organization                                         |                                 |
| 2       |              | of Saturn " is celebrated in the month of                                           |                                 |
|         | A) March     |                                                                                     | anuary                          |
| 3       | The ad hoc   | committee on tourism is also known as                                               |                                 |

B) Jha committee

C) "Y"

C) "Tm"

C) 1<sup>st</sup>

D) India Tourism Corporation

D) "E"

D)"TT"

D) TC

C) 28<sup>th</sup> march 1973 D) 31<sup>st</sup> march 1970

2

3

4

5

6

7

A) "J"

A)"Ec"

A) F

A) tourism committee

C) Tourism Department

Economy class symbolized by

First Class is symbolized by

ITDC come into begin with effect from

B) "K"

Travellers cheque is symbolized by

B) FC

B) "Tc"

A) 28<sup>th</sup> march 1970 B) 28<sup>th</sup> march 1988

| 8  | ITDC services does not include                                 |           |               |
|----|----------------------------------------------------------------|-----------|---------------|
|    | A) accommodation B) Light show C) Duty free S                  | hop       | D) Air ticket |
| 9  | Business class is symbolized by                                |           |               |
|    | A) "Bc" B) "C" C) "E" D) "F"                                   |           |               |
| 10 | What the full form of CRM                                      |           |               |
|    | A) Cultural rural management B) Cultural role management       | gement    |               |
|    | C) Cultural rail management D) Cultural recourses              | manage    | ement         |
|    |                                                                |           |               |
| (B | (B) True or False/Fill in the blanks/one sentence answer.      |           | (10)          |
| 1. | 1. GIT= inclusive tour                                         |           |               |
| 2. | 2. Discount means cut back on printed tariff - true / False    |           |               |
| 3. | 3. Paryatav means going out of the country primarily - True /  | False     |               |
| 4. | 4. Desatana means going out for pleasure and knowledge. Tru    | ie / Fals | se            |
| 5. | 5. Tirthantana means going out to places of religious meits Tr | rue / Fal | lse           |
| 6. | 6. ITDC - Indian Tourism development                           |           |               |
| 7. | 7. Thomas Cook's first "mass excursionist was from Liverpoo    | ol to     | ·             |
| 8. | 8. The American Express Company popularly known as             |           |               |
| 9. | 9. ABC = Advance booking                                       |           |               |
| 10 | 10. Inclusive tours by character symbolized by                 | ·         |               |
|    |                                                                |           |               |

| <b>Enrollment Number</b> | • |
|--------------------------|---|
|                          | • |

# Dr. Babasaheb Ambedkar Open University

Term End Examination January-2015

**Numerical Code: 0063** Course : BBAHT **Subject Code** : BBAHT-205 Numerical Code: 0426 **Subject** Total Marks: 70 : Marketing Management

**Date** : 24/01/2015 Time : 03.00 to 06.00

Section A (30)

#### **Answer the following (any three)**

- 1. Explain marketing mix. Explain various marketing mix elements in detail with relevant examples.
- 2. Explain the importance of marketing to the company, the society and the economy at
- 3. Write a detailed note on the factors affecting consumer behaviour.
- 4. Explain various stages of the Product Life Cycle.
- 5. Explain in detail differences between a service industry and a product industry.

Section B (20)

#### **Answer the following (any four)**

- 1. Explain in detail the 'diffusion process' based on various adopter groups.
- 2. Explain various parties included in the micro-environment of the organization.
- 3. Explain the bases used for segmenting consumer markets.
- 4. Explain any five types of price discrimination with examples.
- 5. Write a detailed note on 'Promotion Mix'.
- 6. Explain the objectives of advertising.

#### **Section C**

### (A) Write as per instructions.

(10)

| 1. | Shortsightedness for product or production at the cost of customers' needs in |
|----|-------------------------------------------------------------------------------|
|    | marketing is termed as                                                        |
| 2. | has given the theory of Cognitive Dissonance.                                 |
| 3. | Buying process starts with                                                    |
| 4. | Marketing means making one product for the entire market.                     |
| 5. | Removing products from the market is called product line                      |
| 6. | Advertisement which attract the customers when they are out of home is called |
|    | Advertising.                                                                  |
| 7. | Define 'Reference Groups'.                                                    |
| 8. | What do you mean by Gatekeeper's role in Business-to-business purchase?       |
| 9. | Mention the segments formed in volume segmentation.                           |

- 10. Service Environment is a part of the physical evidence of a service. (State whether True or False).

| (  | B) Choose correct answer. (10)                                                                    |  |  |  |  |  |
|----|---------------------------------------------------------------------------------------------------|--|--|--|--|--|
| 1  | A firm, concentrating on serving many needs of a particular group' is following which pattern     |  |  |  |  |  |
|    | of target market selection.                                                                       |  |  |  |  |  |
|    | a. Selective specialization b. Product specialization                                             |  |  |  |  |  |
|    | c. Market specialization d. Single segment concentration                                          |  |  |  |  |  |
| 2  | Relatively inexpensive products bought frequently though minimum effort are called                |  |  |  |  |  |
|    | a. Convenience goods b. Specialty goods c. Shopping goods d. Unsought goods                       |  |  |  |  |  |
| 3  | Fixing very high prices for the products in the early stage to tap those buyers who can afford it |  |  |  |  |  |
|    | is called                                                                                         |  |  |  |  |  |
|    | a. Market Penetration b. Market Skimming                                                          |  |  |  |  |  |
|    | c. Affordability Based Pricing d. Differentiated pricing                                          |  |  |  |  |  |
| 4  | Sales promotion differs from advertising because of its                                           |  |  |  |  |  |
|    | a. Short term value Proposition b. Product discounts                                              |  |  |  |  |  |
|    | c. Message execution strategy d. Media coverage                                                   |  |  |  |  |  |
| 5  | The term 'Marketing myopia' is given by                                                           |  |  |  |  |  |
|    | a. Peter Drucker b. Philip Kotler c. Jay Conrad Levinson d. Theodore Levitt                       |  |  |  |  |  |
| 6  | The group to which a person would like to join as a member is called                              |  |  |  |  |  |
|    | a. Primary group b. Dissociative group c. Membership group d. Aspirational Group                  |  |  |  |  |  |
| 7  | Which of the following is not used for segmenting business markets?                               |  |  |  |  |  |
|    | a. Attitude towards risk b. income levels c. Purchasing criteria d. Location                      |  |  |  |  |  |
| 8  | The portion of a brand that can't be expressed verbally such as graphic design or symbol is       |  |  |  |  |  |
|    | called a                                                                                          |  |  |  |  |  |
|    | a. Tradename b. Trademark c. Brandname d. Brandmark                                               |  |  |  |  |  |
| 9  | Advertising is a form of promotion.                                                               |  |  |  |  |  |
|    | a. Paid and non-personal b. Paid and personal                                                     |  |  |  |  |  |
|    | c. Non-paid and personal d. Non-paid and non-personal                                             |  |  |  |  |  |
| 10 | 4Ps Framework is developed b-v                                                                    |  |  |  |  |  |

a. Theodore Levitt b. Neil Borden

c. Mc Carthy d. Dr. C.K.Prahlad

| D                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | r. Babasaheb Ar           | _                 |                 | rsity             |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------|-------------------|-----------------|-------------------|
| Course                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | : BBAHT                   | amination Janua   | •               | Code: 0063        |
| Subject Code                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | : BBAHT-206               |                   |                 | Code: 0427        |
| Subject Code<br>Subject                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | : Commodities             |                   | Total Mark      |                   |
| Date                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | : 25/01/2015              |                   | Time            | : 03.00 to 06.00  |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | . 23/01/2013              |                   |                 |                   |
| Section A                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                           |                   |                 | (30)              |
| Answer the follow                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                           |                   |                 |                   |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | ne structure and compas   | ssion of Rice?    |                 |                   |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | ort – note on soybean.    |                   |                 |                   |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | e functions of oils and f |                   |                 |                   |
| =                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | ferent methods of cook    |                   |                 |                   |
| 5. Elaborate i                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | n detail Pasteurisation p | process of milk?  |                 |                   |
| Section B                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                           |                   |                 | (20)              |
| Answer the follow                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                           |                   |                 |                   |
| -                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | lling process of maize?   |                   |                 |                   |
| -                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | nutshell the soaking and  |                   | -               |                   |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | ort note on vegetables a  |                   |                 |                   |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | the stages of manual car  | ring cheese.      |                 |                   |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | ort note on "cloves"      |                   |                 |                   |
| 6. Explain –"                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Coffee making".           |                   |                 |                   |
| Section C                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                           |                   |                 |                   |
| (A) Choose co                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | rrect answer.             |                   |                 | (10)              |
| l Vitamin                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | is present in a           | all cereals       |                 |                   |
| a) B                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | b) D c) X                 | d) O              |                 |                   |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | is one of the Tropica     | ıl fruit          |                 |                   |
| a) Apple                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | b) melons                 | c) Alma           | d) Pears        |                   |
| Srikhand is country.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | a fermented and coagu     | lated delicacy Po | opular in the _ | Part of the       |
| a) Western                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | b) Eastern                | c) Northern       | d) So           | outhern           |
| , and the second | ,                         | <i>'</i>          | •               | °F for 30 minutes |
| a) 100                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | b) 150                    | c) 180            | d) 20           |                   |
| <i>'</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | of the following is not   |                   | ,               |                   |
| a) Sugar                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | b) flavor                 | c) water          | d) fr           | uits              |
| (B) Answer th                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | e following               |                   |                 | (10)              |
| 1. Name 2 rea                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | ally to eat cereals.      |                   |                 |                   |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | s also known as           | pea.              |                 |                   |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | 2 kinds namely            |                   |                 |                   |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | urces of edible oils.     |                   |                 |                   |
| 5. Define "Dr                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | ry whole milk".           |                   |                 |                   |

Enrollment Number : \_\_\_\_\_

|              |               |           |           | Enro                                  | Enrollment Number: |              |            |                  |
|--------------|---------------|-----------|-----------|---------------------------------------|--------------------|--------------|------------|------------------|
|              | D             | r. Bal    | basah     | eb Ambed                              | lkar Op            | en Univ      | ersity     |                  |
|              |               |           |           | End Examina                           | _                  |              | v          |                  |
| Cours        | se            | : B       | BAHT      |                                       |                    | Numeric      | al Code: ( | 0063             |
| Subject Code |               | : B       | BAHT-2    | 207                                   |                    | Numeric      | al Code: ( | 0428             |
| Subje        |               |           |           | & Practices o                         | of Tourism I       | Manageme     | ent        |                  |
| <b></b>      |               |           | 1         |                                       |                    | _            | arks : 70  |                  |
| Date         |               | : 27      | 7/01/201  | 5                                     |                    | Time         | : 03.      | 00 to 06.00      |
| Section      | on A          |           |           |                                       |                    |              |            | (30)             |
|              | er the follow | _         | -         |                                       |                    |              |            |                  |
| 1.           | What do yo    | ou under  | rstand b  | y marketing n                         | nix? Explai        | n its variab | oles.      |                  |
| 2.           | Write brief   | note or   | nationa   | al action plan                        | for tourism        | 1992.        |            |                  |
| 3.           | Explain pr    | incipals  | and ope   | rational guide                        | elines of sus      | stainable to | ourism.    |                  |
| 4.           | Define tou    | rism? E   | xplain w  | ho is a tourist                       | t.                 |              |            |                  |
| 5.           | Explain M     | aslaw's 1 | need hie  | rarchy theory                         |                    |              |            |                  |
| Section      | on B          |           |           |                                       |                    |              |            | (20)             |
|              | er the follov | _         | -         |                                       |                    |              |            |                  |
| 1.           | Explain "to   | ourism a  | s a servi | ce industry"                          |                    |              |            |                  |
| 2.           | Which are     | the func  | ctions of | a modern trav                         | vel agency?        | •            |            |                  |
| 3.           | Write shor    | t note or | n public  | relations.                            |                    |              |            |                  |
| 4.           | Write shor    | t not on  | CRM ar    | nd its techniqu                       | ies.               |              |            |                  |
| 5.           | What do yo    | ou under  | rstand by | y risk recreation                     | on?                |              |            |                  |
| 6.           | Write a sho   | ort note  | on Thon   | nas Cook.                             |                    |              |            |                  |
| Section      | _             |           |           |                                       |                    |              |            | (10)             |
| ·            | A) Choose co  |           |           |                                       |                    |              |            | (10)             |
| 1            | •             |           |           |                                       | -                  |              |            | nd well or poorl |
| _            | A) William    |           |           | · · · · · · · · · · · · · · · · · · · | osh C) Mc          |              |            | ale S Beach      |
| 2            |               | _         |           | rail travel tool                      | -                  | •            | ar         |                  |
|              | A) 1861       | B) 1      |           | c) 1841                               | D) 195             |              |            |                  |
| 3            |               |           |           | hierarchy theo                        | •                  |              |            |                  |
|              | A) A.H He     | _         | ,         | Villiam ouchi                         |                    | I Maslow     | D) V       | oor              |
| 4            |               |           | •         | and theory Y                          |                    |              |            |                  |
|              | A) William    |           | B) V      | ,                                     | Herzberg           |              | regor      |                  |
| 5            |               | -         |           | <sup>th</sup> may 1992ioi             |                    | -            |            |                  |
|              | A) F Herzb    | _         |           | I.C Gregor                            | C) Voc             | ,            | Maslow     | 0                |
| 6            |               |           |           | el and tourisn                        |                    |              |            |                  |
| _            | A) F Herzb    | •         | ,         | I.C Gregor                            | *                  | Rio Earth    |            | D) voor          |
| 7            | National ac   | tion pla  | n For to  | urism presente                        | ed in the pa       | rliament o   | n          |                  |

B) 29<sup>th</sup> may 1992

C) 5<sup>th</sup> may 992

B) Cultural road management

D) Cultural recourses management

D) 17<sup>th</sup> may 1992

8

A) 7<sup>th</sup> may 1992

What the full form of CRM

A) Cultural rural management

C) Cultural railway management

|     | A) Cultural zone management                                                     | B) Common zone management                         |
|-----|---------------------------------------------------------------------------------|---------------------------------------------------|
|     | C) Communication zone managemen                                                 | nt D) Coast al zone management                    |
| 0   | What is the full form of WTO                                                    |                                                   |
|     | A) World trade organization                                                     | B) World travel agent organization                |
|     | C)World traveller organization                                                  | D) World tourist organization                     |
| (1  | B) True or False/Fill in the blanks/or                                          | ne sentence answer. (10)                          |
| 1.  | . Who is a guide?                                                               |                                                   |
| 2   | <ol> <li>NTO is a body responsible for the for<br/>policy-True/false</li> </ol> | ormulation and implementation of national tourist |
| 3.  | . What do you understand by Tariff                                              |                                                   |
| 4   | . The organization and sale of travel r                                         | really begin in 1841.                             |
| 5.  | . CRM is a branch of infrastructure de                                          | evelopment and maintenance-True/ False            |
| 6   | 5. Job enlargement means giving empl                                            | oyee an wider range of task- True /False          |
| 7.  | . Job rotation means to give the emplo                                          | oyee greater responsibility - True /False         |
| 8.  | c. CIT = Critical Techniq                                                       | ue                                                |
| 9   | c. CRS = reservation Sy                                                         | stem.                                             |
| - ' |                                                                                 |                                                   |

| Enroll            | ment       | Nun | nber : |  |
|-------------------|------------|-----|--------|--|
| $\mathbf{\alpha}$ | <b>T</b> T | •   | • 4    |  |

## Dr. Babasaheb Ambedkar Open University

Term End Examination June-2014

**Numerical Code: 0063 Course** : BBAHT : BBAHT-208 Numerical Code: 0429 **Subject Code** 

: Food Production Techniques **Total Marks**: 70 **Subject** 

**Date** : 28/01/2015 Time : 03.00 to 06.00

Section A (30)

#### Answer the following (any three)

- 1. Define cooking and what are the aims and objectives of cooking?
- 2. Define soup and explain their classification with 2 examples each.
- 3. What precautions should be taken to prevent burns and fires?
- 4. Discuss the various methods of cooking.
- 5. Write a short note on hydrogenation of oil's.

Section B (20)

#### **Answer the following (any four)**

- 1. Write a note on Yeast and its types.
- 2. State the action of heat on proteins.
- 3. Write a note on Choux pastry.
- 4. Write a note on Italian rice preparation.
- 5. Write 10 types of dried spices.
- 6. What is ageing of meat?

#### Section C

### (A) Choose correct answer.

(10)

- 1 Well flavored meat stews. Thick, well-seasoned and rich is called A) Praline B) Ragout C) Sabayon D) Roast
- 2 Are-heated dish is called
  - A) Rechauffe B) Braised C) Leftover D) Mise en place
- 3 What texture cheese is parmesan?
- A) Semi soft B) Soft C) Fresh D) Hard
- 4 Tying up of bird before cooking in oven is called
  - A) Stitching B) Trussing C) Dressing C) Basting
- The outer skin of a citrus fruit is called as? 5
- C) Zest A) Skin B) Pith D) Steep
- The other word for sharply flavored is? 6
  - B) Piquante A) Spicy C) Torte D) Maripox
- 7 Cooking method used for making a cake
  - B) Roasting A) Baking C) Stewing D) Icing
- 8 Which of the following is a colds sauce?
  - A) Hollandaise B) Mayonnaise C) Volute D) Tomato
- 9 Fine Shreds of food are called as.
  - A) Julienne B) Jardiniere C) Macedoine D) Brunoise

|    | Which of the foll   | owing is a light o | colored clear soup?      |           |     |
|----|---------------------|--------------------|--------------------------|-----------|-----|
|    | A) Chowder          | B) Pure            | C) Consomme'             | D) Bisque |     |
| (B | 3) True or False/F  | ill in the blanks  | /one sentence answer     | _         | (10 |
| 1. | Gazpacho is a co    |                    |                          |           | (=0 |
| 2. | Bolognaise is a n   | neat sauce - True  | e / False                |           |     |
| 3. | Court bouillon is   | a hot sauce - Tr   | ue / False               |           |     |
| 4. | Brunoise is a fine  | e shred cut of foo | od - True / False        |           |     |
| 5. | Yeast is a natural  | l leavening agen   | t - True / False         |           |     |
| 6. | Fats are shortening | ng agents - True   | / False                  |           |     |
| 7. | Meat cuts are aff   | ected by the bon   | e structure - True / Fal | se        |     |
| 8. | fillet is a simple  | thick round cut o  | of fish - True / False   |           |     |
| 9. | Buillbaisse is a _  | inter              | rnational soup.          |           |     |
| 10 | ) is an             | n Italian internat | ional soup.              |           |     |

| Enrollment Number: |
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## Dr. Babasaheb Ambedkar Open University

Term End Examination January-2015 **Numerical Code: 0063** Course : BBAHT : BBAHT-209 Numerical Code: 0430 **Subject Code Subject Total Marks**: 70 : Hospitality Marketing Date : 29/01/2015 Time : 11.00 to 02.00 **Section A** (30)**Answer the following (any three)** 1. Based on which criteria does the classification of hotels is made. 2. Explain the various sectors of Hospitality 3. Write short note on Theme Park 4. Explain what do you understand about Cultural Tourism Management 5. Explain what you understand by managerial skills. **Section B** (20)**Answer the following (any four)** 1. Explain the importance of Management 2. What is management explain the function of management in brief 3. Explain the production and product Concept 4. Write short note on marketing concept. 5. Write short note on Societal Marketing Function. 6. Explain the production and product Concept. Section C (A) Choose correct answer. (10)1 \_\_\_\_ is not an element of Marketing mix. (b) Product (c) Price (d) Place. (a) Packing 2 goods may become consumer goods because the good are produced to satisfy consumer need. (a) Manufactured (b) Natural (c) Agricultural 3 \_ is not a component of Price mix. (b) advertisement (c) Allowances (d) Credit Terms a) Discount Discount is offer to the buyers buying for resale. 4 (c) Quantity (d) Seasonal (a) Trade (b) cash \_\_\_\_, all are the component of economic factor to predict Behavior 5 Except\_ (c) Personality (a) Income (b) Price (D) Substitute. (B) True/False (10)

- 1. The marketing mix is the set of marketing tools the marker uses to pursue its marketing objective.
- 2. Demands are wants for a specific product backed by an ability to pay.
- 3. Information system is an organized way of sending receiving and recording message.
- 4. Product can be anything that can be offered to market for attention, use or consumption that might satisfy a want or need.
- 5. Buyer behavior is influence by the small group to which the buyers belong.

|         |                |                 |                                       | Enro        | llment Numb    | oer :                      |
|---------|----------------|-----------------|---------------------------------------|-------------|----------------|----------------------------|
|         | Dı             | r. Babasal      | neb Ambed                             | lkar Ope    | en Univer      | rsitv                      |
|         |                |                 | n End Examina                         | _           |                | v                          |
| Cour    | se             | : BBAHT         |                                       | •           | Numerical (    | Code: 0063                 |
| Subie   | ect Code       | : BBAHT-        | -210                                  |             | Numerical (    | Code: 0431                 |
| Subje   |                |                 | odation Management                    | rement      | Total Mark     |                            |
| Date    |                | : 30/01/20      | _                                     | ,           | Time           | : 03.00 to 06.00           |
|         |                |                 |                                       |             |                |                            |
| Section |                |                 |                                       |             |                | (30)                       |
|         |                | ing (any thre   |                                       |             | C . 1          | 1 4 - 1                    |
| _       |                | •               | art of houseked                       |             |                | ge notei.                  |
| 2.      |                | -               | ties of executiv                      | -           |                | donartmant                 |
| 3.      | -              |                 | between front out of linen roo        |             | ousekeeping    | uepartment.                |
|         |                | •               |                                       | MII.        |                |                            |
| 5.      | Explain the    | elements of u   | esign in brief.                       |             |                |                            |
| Section |                |                 |                                       |             |                | (20)                       |
|         |                | ing (any four   | <i>'</i>                              | . 1. 1      | 1 ' 1          |                            |
|         |                | -               | formats mainta                        |             | sekeeping dep  | partment.                  |
|         |                |                 | teria for linen?                      |             |                |                            |
|         |                |                 | edure for chec                        |             |                |                            |
| 4.      |                | -               | manual equipr                         |             |                |                            |
|         | -              |                 | rocedure with                         | laundry.    |                |                            |
| 6.      | Explain lost   | and found pro   | oceaure.                              |             |                |                            |
| Section | on C           |                 |                                       |             |                |                            |
| (A      | (A) Choose con | rect answer.    |                                       |             |                | (10)                       |
| 1       | Book that co   | ontain records  | of all the pend                       | ing mainten | ance work is   | called as                  |
|         | a) Maintena    | nce register    | b) memo b                             | ook         | c) log book    | d) inventory book          |
| 2       | Pest found in  | n old furniture | e, bedding, boo                       | ks etc.     |                |                            |
|         | a) Wood bee    | etle b) b       | ed bugs                               | c) moth     | d) flie        | es                         |
| 3       | Hard floor c   | overing use in  | cloak room                            |             |                |                            |
|         | a) Terrazzo    | b) Marble       | c) granite                            | d) mag      | netite         |                            |
| 4       | Supplies kep   | ot on vanity ur | nit                                   |             |                |                            |
|         | a) Writing p   | ad b) p         | olastic bag                           | c) soap     | d)sho          | e mint                     |
| 5       | Gas used in    | fumigation pr   |                                       |             |                |                            |
|         | a) Methane     | b) methyl b     | · · · · · · · · · · · · · · · · · · · |             | d) Methyl ac   |                            |
| 6       | •              | -               |                                       |             | -              | to separate area is called |
|         | a) Suite room  | ,               | louble suite                          | c) deluz    | ke suite       | d) junior suite            |
| 7       |                | l room comes    |                                       |             |                |                            |
| _       | a) Front offi  |                 | nousekeeping                          | c)Secui     | rity d) Ma     | aintenance                 |
| 8       | Guest loan i   |                 |                                       |             |                |                            |
|         | a) Soap        | b) bubble b     | ŕ                                     |             | d) shower ca   | •                          |
| 9       | Cleaning ag    | ent depend up   | on their scratch                      | hing action | to clean the d | irt is known as            |

c) Abrasives d) Detergents

d) Wood

10

a) Acids

a) Granite

b) Solvents

b) Carpet

c) Rubber

Type of semi hard floor finish

| <b>(B</b> ) | Fill in the blanks. (10)                                            |
|-------------|---------------------------------------------------------------------|
| 1.          | is use to remove nail polish stain.                                 |
| 2.          | is the size of double bed sheet.                                    |
| 3.          | Trolley is used to carry soiled linen.                              |
| 4.          | is a steel polish.                                                  |
| 5.          | Naphthalene ball are used as in rooms.                              |
| 6.          | Sewing kit is also known as                                         |
| 7.          | is size of face towel                                               |
| 8.          | Room near swimming pool is called as                                |
| 9.          | Polishing floor with low speed is known as                          |
| 10.         | Minimum linen and uniform required to meet daily demand is known as |