

N.B.:

- 1) Answer ANY FOUR questions from Section I. Each question carries 15 Marks.
- 2) Answer ANY TWO questions from Section II. Each question carries 20 Marks.
- 3) Answers to Both the sections to be written in SEPARATE answer books
- 4) Draw a labeled diagram WHEREVER necessary

SECTION - 01

Q.1) Answer the following: (15 Marks X 1 = 15 Marks)

- a) Define a Project. Discuss the types of Projects stating suitable examples

Q.2) Answer the following: (15 Marks X 1 = 15 Marks)

- a) Discuss the Structure of feasibility report in detail.

Q.3) Answer the following: (15 Marks X 1 = 15 Marks)

- a) Describe in detail Institutional analysis and Social Analysis with suitable examples.

Q.4) Answer the following: (15 Marks X 1 = 15 Marks)

- a) Define the planning phase of a project. What are the difficulties that arise during this phase?

Q.5) Answer the following: Attempt ANY ONE (15 Marks X 1 = 15 Marks)

- a) List the characteristics of software projects.
- b) List the contents of a Project report. Illustrate a suitable example.

Q.6) Write short notes on the following: Attempt ANY THREE (5 Marks X 3 = 15 Marks)

- a) Steps in Project planning
- b) Market feasibility
- c) What is meant by shadow pricing?
- d) Describe CPM (Critical Path Method)
- e) Characteristics of a Project
- f) Importance of Project report.

SECTION - 02

Q.7) Answer the following: Attempt ANY ONE (20 Marks X 1 = 20 Marks)

- a) Explain the tasks carried out in a college Library. List and explain the steps required for the Project of Automation of Library
- b) A company wants to start a fertilizer factory. Assume the location for this factory of your choice and explain the feasibility study applicable to start this factory.

Q.8) Answer the following: Attempt ANY ONE (20 Marks X 1 = 20 Marks)

- a) The state government is planning to set up an Industrial area in your city. Discuss the Economic and Technical analysis of this project.

- b) Draw PERT network for the following project. Also give the critical path, start time and end time.

ACTIVITY	DESCRIPTION	DURATION(IN DAYS)	PREDECESSORS
A	Develop Project Plan	1	--
B	Assign Project Task	4	A
C	Obtain Necessary Hardware	17	A
D	Project Coding	70	B
E	Hardware Installation	10	C
F	Testing Program	30	D
G	Preparing User Manual	25	E
H	File Conversion	20	E
I	Testing the system	25	F
J	Testing Users	20	G,H
K	User Acceptance Testing.	25	I,J

Q.9) Answer the following: Attempt ANY ONE (20 Marks X 1 = 20 Marks)

- Write the **SEI CMM** level for software projects in detail.
- Elaborate on the social and commercial aspects in the Project appraisal in a Sports based industry.

B.B.A. SEM – VI (2015 CBCS COURSE) : SUMMER - 2018

SUBJECT : BUSINESS POLICY & STRATEGIC MANAGMENT

Day : **Saturday**
Date : **28/04/2018**

S-2018-1627

Time : **10.00 AM TO 01.00 PM**
Max. Marks : 100

N.B.:

- 1) Attempt **ANY FOUR** questions from Section – I and **ANY TWO** questions from Section – II.
 - 2) Answers to both the sections should be written in **SEPARATE** answer books.
 - 3) Figures to the right indicate **FULL** marks.
-

SECTION – I

- Q.1** Explain the objectives of strategic management with suitable examples. [15]
- Q.2** Explain the role of corporate culture in organizational growth. [15]
- Q.3** Describe the process of identification of opportunities with examples. [15]
- Q.4** Explain BCG matrix with suitable examples. [15]
- Q.5** Write short notes on **ANY THREE** of the following: [15]
- a) Goals
 - b) SWOT Analysis
 - c) Benefits of Strategic Management
 - d) Strategic Implementation

SECTION – II

- Q.6** Describe the stability strategies with examples. [20]
- Q.7** What do you understand by strategic evaluation and control? Explain with examples. [20]
- Q.8** “To survive in competitive corporate scenario strategic approach must be followed”. Do you agree? Justify your answer. [20]

N.B.:

- 1) Answer ANY FOUR questions from Section I. Each question carries 15 Marks.
 - 2) Answer ANY TWO questions from Section II. Each question carries 20 Marks.
 - 3) Answers to Both the sections to be written in SEPARATE answer books
 - 4) Draw a labeled diagram WHEREVER necessary
-

SECTION - 01

- Q.1) Answer the following: (15 Marks X 1 = 15 Marks)
- a) State the significance of marketing communication mix.
- Q.2) Answer the following: (15 Marks X 1 = 15 Marks)
- a) Discuss the various sales promotion tools and techniques.
- Q.3) Answer the following: (15 Marks X 1 = 15 Marks)
- a) Discuss the social advertising in India
- Q.4) Answer the following: (15 Marks X 1 = 15 Marks)
- a) How is the size of advertising budget prepared? Explain
- Q.5) Answer the following: Attempt ANY ONE (15 Marks X 1 = 15 Marks)
- a) Explain the applications for copy research in the copywriting process. What other forms of consumer or market research might be particularly helpful in developing effective ad copy.
 - b) What factors should be taken into account while selecting a suitable media of advertisement? Explain in brief the main available media of advertisement.
- Q.6) Write short notes on the following: Attempt ANY THREE (5 Marks X 3 = 15 Marks)
- | | |
|-------------------------|----------------------------|
| a) Integrated marketing | b) Grapevine communication |
| c) POP's in advertising | d) Ad Appeal |
| e) Ad copy | f) Strip Ad |

SECTION - 02

- Q.7) Answer the following: Attempt ANY ONE (20 Marks X 1 = 20 Marks)
- a) A new marketing communications manager has been appointed to market a treadmill that is designed to exercise overweight dogs. The 'Fit Best Friend' dog exercise machine is aimed at dog owners who are too idle or too busy to give their dog a decent walk. It is also thought likely to appeal to veterinary surgeons, who might use the treadmill in treatment courses for obese dogs.
 - i) Describe the challenges facing the newly appointed marketing manager in developing suitable marketing communication programmes for the suggested markets for the 'Fit Best Friend' treadmill
 - ii) What promotional tools do you suggest be used to reach the stated target markets?
 - b) Explain the various methods of sales promotion of consumer products with suitable examples.
- Q.8) Answer the following: Attempt ANY ONE (20 Marks X 1 = 20 Marks)
- a) What is 'product-oriented' and 'consumer-oriented' appeals in advertising? Illustrate your answer.
 - b) Describe the various objectives with which an advertisement should be made? Make your own assumptions.

Q.9) Answer the following: Attempt ANY ONE (20 Marks X 1 = 20 Marks)

- a) Suppose that you were chairperson of a billion-dollar agency and were having to choose among three candidates for the position of creative director. Discuss the qualities you would like for in filling the position. What are the characteristics of a top-quality creative person?
- b) What is media plan? Explain the various factors to be considered in the selection of media?

B.B.A. SEM – VI (2015 CBCS COURSE) : SUMMER - 2018

Subject: Elective-III: Elements of Corporate Finance (Financial Management)

Day: **Wednesday**

Time: **10.00 AM TO 01.00 PM**

Date: **02/05/2018**

S-2018-1629

Max. Marks: 100

N.B.:

- 1) Answer ANY FOUR questions from Section I. Each question carries 15 Marks.
 - 2) Answer ANY TWO questions from Section II. Each question carries 20 Marks.
 - 3) Answers to Both the sections to be written in SEPARATE answer books
 - 4) Draw a labeled diagram WHEREVER necessary
-

SECTION - 01

Q.1) Answer the following: (15 Marks X 1 = 15 Marks)

- a) Define the term 'Financial Planning'. Describe the various steps involved in financial planning.

Q.2) Answer the following: (15 Marks X 1 = 15 Marks)

- a) Explain the meaning, types and features of debentures.

Q.3) Answer the following: (15 Marks X 1 = 15 Marks)

- a) Define the term 'Capital Structure'. What are the important elements of a capital structure?

Q.4) Answer the following: (15 Marks X 1 = 15 Marks)

- a) Discuss the Walter's model and Gordon's model vis-à-vis dividend policy.

Q.5) Answer the following: Attempt ANY ONE (15 Marks X 1 = 15 Marks)

- a) Write a detailed note on the Contents and Disclosures of Annual Report of a Company.
- b) State and explain the SEBI provisions on corporate governance.

Q.6) Write short notes on the following: Attempt ANY THREE (5 Marks X 3 = 15 Marks)

- a) Public Deposits
- b) Venture Capital
- c) Profitability Index Method
- d) Capital Structure
- e) Balance Sheet & Profit and Loss Account
- f) Corporate Governance Practices

SECTION - 02

Q.7) Answer the following: Attempt ANY ONE (20 Marks X 1 = 20 Marks)

- a) Explain the concept of strategic decision making. What are the steps involved in the strategic decision making process?
- b) "The equity share is different from a preference share". Illustrate in the light of preferences available to preference shareholders.

B.B.A. SEM – VI (2015 CBCS COURSE) : SUMMER - 2018

Subject: Elective-III: Elements of Corporate Finance (Financial Management)

Day: **Wednesday**

Time: **10.00 AM TO 01.00 PM**

Date: **02/05/2018**

S-2018-1629

Max. Marks: 100

N.B.:

- 1) Answer ANY FOUR questions from Section I. Each question carries 15 Marks.
 - 2) Answer ANY TWO questions from Section II. Each question carries 20 Marks.
 - 3) Answers to Both the sections to be written in SEPARATE answer books
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SECTION - 01

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- a) Explain the concept of strategic decision making. What are the steps involved in the strategic decision making process?
- b) "The equity share is different from a preference share". Illustrate in the light of preferences available to preference shareholders.

Q.8) Answer the following: Attempt ANY ONE (20 Marks X 1 = 20 Marks)

- a) A company has to select one of the two alternative projects whose particulars are given below:

Particulars	Project A Rs.	Project B Rs.
Initial Outlay:	1,18,720	1,00,760
Net Cashflow		
end of the year 1	1,00,000	10,000
2	20,000	10,000
3	10,000	20,000
4	10,000	1,00,000

The company can arrange necessary funds at 8%.

Compute:

- Pay back period of both projects
 - NPV of both projects at 8% Discount rate
 - PI of both projects at 8% Discount rate
 - IRR of both the projects
- b) What is stock dividend? Explain the advantages of stock dividend policy of a company.

Q.9) Answer the following: Attempt ANY ONE (20 Marks X 1 = 20 Marks)

- a) From the following Balance Sheet of ABC & Co.Ltd., you are required to prepare: (a) Schedule of Changes in Working Capital, (ii) Fund Flow Statement, and (iii) Funds from Operations.

Balance Sheet

Liabilities	2016 Rs.	2017 Rs.	Assets	2016 Rs.	2017 Rs.
Equity Capital	1,00,000	1,00,000	Goodwill	6,000	6,000
General Reserve	14,000	18,000	Patents	6,000	6,000
P & L A/c	16,000	13,000	Building	50,000	46,000
Bank Overdraft	3,000	2,000	Machinery	27,000	26,000
Sundry Creditors	5,000	3,400	Investments	10,000	11,000
Bills Payable	1,200	800	Stock	20,000	13,400
Provision for Taxation	10,000	11,000	Bills Receivable	12,000	13,200
Proposed Dividend	6,000	7,000	Debtors	18,000	19,000
Provision for Doubtful Debts	400	600	Cash at Bank	6,600	15,200
Total Rs.	1,55,600	1,55,800	Total Rs.	1,55,600	1,55,800

Additional Information:

- Depreciation charged on Machinery Rs.4,000 and on Building Rs.4,000.
- Provision for Taxation of Rs.19,000 was made during the year 2017.
- Interim dividend of Rs.8,000 was paid during the year 2017

- b) Write a detailed note on the legal provisions related to appointment of auditors of a company.

B.B.A. SEM – VI (2015 CBCS COURSE) : SUMMER - 2018
SUBJECT: ELECTIVE – III 3) TRAINING & DEVELOPMENT
(Human Resource Management)

Day: **Wednesday**
Date: **02/05/2018**

S-2018-1630

Time: **10.00 AM TO 01.00 PM**
Max. Marks: 100

N.B.:

- 1) Attempt any **FOUR** questions from Section –I and any **TWO** questions from Section –II.
 - 2) Figures to the right indicate **FULL** marks.
 - 3) Answers to both the sections should be written in **SEPARATE** answer book.
-

SECTION –I

- Q.1** What is training? Explain objectives of training. (15)
- Q.2** Define Training Need Analysis. Explain the process of training need analysis. (15)
- Q.3** Discuss any two on the job training methods with its advantages and disadvantages. (15)
- Q.4** Elaborate the process of training evaluation with suitable examples. (15)
- Q.5** Write short notes on **ANY THREE** of the following: (15)
- a) Importance of training
 - b) Role of trainer in learning
 - c) Lecture method of training
 - d) Audio-Visual training Aids

SECTION-II

- Q.6** Prepare a training schedule for developing leadership skills of middle level managers at manufacturing department in your organization for 4 days. (Make suitable assumptions) (20)
- Q.7** Prepare a training budget for 3 days training program which your organization want to organize for sales executive for developing their managerial and technical skills like report writing. (20)
- Q.8** “Training help organization to create a pool of specialist manpower which give competitive advantages in management”. Justify. (20)

B.B.A. SEM – VI (2015 CBCS COURSE) : SUMMER - 2018
SUBJECT: ELECTIVE-III (4) BASICS OF INTERNATIONAL FINANCE
(International Business Management)

Day : **Wednesday**
Date : **02/05/2018**

Time : **10.00 AM TO 01.00 PM**
Max. Marks: 100

S-2018-1631

N.B.:

- 1) Attempt any **THREE** questions from Section-I and any **TWO** questions from Section-II.
- 2) Both the sections should be written in **SEPARATE** answer books.
- 3) Figures to the **RIGHT** indicate full marks.
- 4) Draw neat labeled diagrams **WHEREVER** necessary.

SECTION-I

- Q.1** Explain the concept 'Balance of Payment'. State the significance and components of Balance of Payment. (15)
- Q.2** Define 'Globalization'. Elucidate the impact of globalization on international finance. (15)
- Q.3** Discuss the importance of letter of credit in import finance. Also state the steps involved in letter of credit mechanism. (15)
- Q.4** Write a detailed note on foreign direct investment and FII flows. (15)
- Q.5** Write short notes (**ANY THREE**): (15)
- a) Scope of International Finance
 - b) Factoring
 - c) Equilibrium and disequilibrium in BOP.
 - d) Pre shipment credit
 - e) Forfeiting

SECTION-II

- Q.6** What is International Finance? Explain the role played by IMF and IBRD in International Finance. (20)
- Q.7** Compare and contrast between International Finance and Domestic Finance. (20)
- Q.8** Describe how external commercial borrowing is an important source of international finance. (20)

B.B.A. SEM – VI (2015 CBCS COURSE) : SUMMER - 2018
SUBJECT: ELECTIVE – III: 6) FOOD SCIENCE, NUTRITION & DIETETICS
MANAGEMENT (Hospitality Management)

Day: **Wednesday**
Date: **02/05/2018**

Time: **10.00 AM TO 01.00 PM**
Max. Marks: 100

S-2018-1633

N.B.:

- 1) Attempt any **FOUR** questions from Section –I and any **TWO** questions from Section –II.
- 2) Figures to the right indicate **FULL** marks.
- 3) Answers to both the sections should be written in **SEPARATE** answer book.

SECTION -I

- | | | |
|------------|--|---|
| Q.1 | Write a detail about importance of Nutrition in maintenance of Health. | (15) |
| Q.2 | Write in detail about the nutrient calcium:
i) Important functions
iii) RDA | (15)
ii) Dietary sources
iv) Deficiency diseases |
| Q.3 | What is the effect of different cooking methods on
i) Carbohydrates
iii) Fats and oils | (15)
ii) Proteins |
| Q.4 | Write in short about food preservation techniques for following foods:
i) Fruits and Vegetables
iii) Egg, meat and poultry | (15)
ii) Milk and milk products |
| Q.5 | Write short notes on ANY THREE of the following:
a) Food borne Illness
b) Role of water in maintaining Health
c) Vitamin 'A' deficiency
d) Diet for Diabetes mellitus | (15) |

SECTION-II

- | | | |
|------------|---|-------------|
| Q.6 | What are the principles of meal planning? How will you plan a menu for old age home write in detail? | (20) |
| Q.7 | What are basic groups of food? Describe each group with their nutritional importance in diet. | (20) |
| Q.8 | What are the factors affecting food acceptance? Write short note on meal planning for school lunch programme. | (20) |

B.B.A. SEM – VI (2015 CBCS COURSE) : SUMMER - 2018

SUBJECT : DIGITAL MARKETING

Day : **Friday**
Date : **04/05/2018**

S-2018-1635

Time : **10.00 AM TO 01.00 PM**
Max. Marks : 100

N.B.

- 1) Attempt any **FOUR** questions from Section – I and any **TWO** questions from Section – II.
 - 2) Figures to the right indicate **FULL** marks.
 - 3) Answers to both the sections should be written in **SEPARATE** answer book.
-

SECTION – I

- Q.1** How would you define digital marketing? Explain its nature and scope. **(15)**
- Q.2** Why is digital marketing gaining importance in the businesses today? Explain with suitable examples. **(15)**
- Q.3** Explain the role of social media in digital marketing. **(15)**
- Q.4** ‘Customer behavior is changing in the modern digital era’. Elaborate the statement with suitable examples. **(15)**
- Q.5** Write short note on any **THREE** of the following: **(15)**
- a) Internet branding
 - b) Digital marketing tools and techniques
 - c) Making money in virtual world
 - d) Methods for data collection

SECTION – II

- Q.6** ‘Digital marketing is a buzz word in the present business scenario’. Elaborate the statement. **(20)**
- Q.7** You are planning to launch a start up providing cleaning services in your city. What digital marketing strategies will you go for in order to spread awareness of your services? State your assumptions if any. **(20)**
- Q.8** You are appointed as a marketing manager of a five star hotel in a metropolitan city. How will you use social media in order to spread awareness of your services? **(20)**

B.B.A. SEM – VI (2015 CBCS COURSE) : SUMMER - 2018
SUBJECT: ELECTIVE-IV (2) INTERNATIONAL FINANCE AND FINANCIAL RISK
MANAGEMENT (Financial Management)

Day : **Friday**
Date : **04/05/2018**

S-2018-1636

Time : **10.00 AM TO 01.00 PM**
Max. Marks: 100

N.B.:

- 1) Attempt any **THREE** questions from Section-I and any **TWO** questions from Section-II.
 - 2) Both the sections should be written in **SEPARATE** answer books.
 - 3) Figures to the **RIGHT** indicate full marks.
 - 4) Draw neat labeled diagrams **WHEREVER** necessary.
-

SECTION-I

- Q.1** Explain the meaning, scope and importance of International Finance. (15)
- Q.2** What is 'foreign Exchange Market'? State the features of a foreign exchange market. (15)
- Q.3** Describe the process of international trade settlement with special reference to 'Documentary Credit.' (15)
- Q.4** Explain the financial services of factoring and forfeiting in detail. (15)
- Q.5** Write short notes on (**ANY THREE**): (15)
- a) Transactional and Transitional Risks
 - b) Domestic finance
 - c) Pre-shipment credit
 - d) IMF
 - e) Speculation

SECTION-II

- Q.6** Discuss in detail the role played by IMF & IBRD in development of International Monetary Scene. (20)
- Q.7** Elucidate the international finance functions performed by a firm engaged in international business. (20)
- Q.8** Write a detailed note on environment of Risk Management for individuals and the business. (20)

B.B.A. SEM – VI (2015 CBCS COURSE) : SUMMER - 2018
SUBJECT : ELECTIVE – IV : 3) PERFORMANCE APPRAISAL SYSTEMS
(HUMAN RESOURCE MANAGEMENT)

Day : **Friday**
Date : **04/05/2018**

S-2018-1637

Time : **10.00 AM TO 01.00 PM**
Max. Marks : 100

N.B.

- 1) Attempt any **FOUR** questions from Section – I and any **TWO** questions from Section – II.
 - 2) Figures to the right indicate **FULL** marks.
 - 3) Answers to both the sections should be written in **SEPARATE** answer book.
-

SECTION – I

- Q.1** What do you mean by Performance Management System? State its importance in today's business environment. (15)
- Q.2** What are the various steps involved in performance appraisal? (15)
- Q.3** Explain in detail any two modern methods of performance appraisal. (15)
- Q.4** Discuss in detail various challenges associated in implementation of performance appraisal. (15)
- Q.5** Write short note on any **THREE** of the following: (15)
- a) Performance measurement criteria
 - b) 360 degree performance appraisal
 - c) Traditional methods of performance appraisal
 - d) Uses of performance appraisal

SECTION – II

- Q.6** Design a performance appraisal system for newly started manufacturing unit (Make necessary assumptions). (20)
- Q.7** How will you implement MBO (Management By Objective) in your organization? What are the difficulties that you more likely to face in implementation? (20)
- Q.8** Prepare a note on manager's responsibility and employee's responsibility in planning performance appraisal successfully. (20)

B.B.A. SEM – VI (2015 CBCS COURSE) : SUMMER - 2018
SUBJECT : ELECTIVE – IV : 4) FUNDAMENTALS OF INTERNATIONAL
ECONOMICS (INTERNATIONAL BUSINESS MANAGEMENT)

Day : **Friday**
Date : **04/05/2018**

S-2018-1638

Time : **10.00 AM TO 01.00 PM**
Max. Marks : 100

N.B.

- 1) Attempt any **FOUR** questions from Section – I and any **TWO** questions from Section - II.
 - 2) Figures to the right indicate **FULL** marks.
 - 3) Answers to both the sections should be written in **SEPARATE** answer book.
-

SECTION – I

- Q.1** Define the concept of International Economics. Discuss the scope of International Economics. **(15)**
- Q.2** Explain the Absolute Cost Theory of International Trade. **(15)**
- Q.3** State the objectives and functions of International Monetary Fund. **(15)**
- Q.4** Differentiate between Fixed and Flexible exchange rate. **(15)**
- Q.5** Write short notes on any **THREE** of the following: **(15)**
- a) Significance of International Economics
 - b) Equilibrium and Disequilibrium in BOP
 - c) Formation of Regional Blocs
 - d) Functions of World Bank

SECTION – II

- Q.6** What is Balance of Payment? Explain the structure of Balance of Payment (BOP). **(20)**
- Q.7** Explain the Tariff and Non-tariff barriers on International Trade. **(20)**
- Q.8** Explain the Ricardo's Theory of Comparative Cost Advantage. **(20)**

B.B.A. SEM – VI (2015 CBCS COURSE) : SUMMER - 2018
SUBJECT: ELECTIVE – IV: 6) TOURISM MANAGEMENT - II
(Hospitality Management)

Day: **Friday**
Date: **04/05/2018**

S-2018-1640

Time: **10.00 AM TO 01.00 PM**
Max. Marks: 100

N.B.:

- 1) Attempt any **FOUR** questions from Section –I and any **TWO** questions from Section –II.
- 2) Figures to the right indicate **FULL** marks.
- 3) Answers to both the sections should be written in **SEPARATE** answer book.

SECTION –I

- Q.1** Discuss need and importance of training and development of staff in tourism industry. **(15)**
- Q.2** “India is a land of rich culture and many festivals”. Discuss in detail the various festivals of India. **(15)**
- Q.3** Explain in detail MICE. **(15)**
- Q.4** What is a Visa? Explain different types of Visas. **(15)**
- Q.5** Write short notes on **ANY THREE** of the following: **(15)**
- a) Palace on Wheels
 - b) Good public relations in tourism industry
 - c) HRD systems in tourism industry
 - d) Restricted areas

SECTION-II

- Q.6** As an expert of the tourism industry you are to address a group of hotel owners on the topic - How hotels can play an important role in the tourism industry. **(20)**
- Q.7** A five star hotel is seen a steady decline of inflow of customers in the past few months through other hotels are doing very well. The hotel has asked you to see into the matter and you decide to take a feedback of customer's by market research. **(20)**
Design a structured questionnaire so as to find out about quality of service offered by the hotel.
- Q.8** Prepare a promotion plan to promote the Pushkar Annual fair of Rajasthan. **(20)**

