



PARLE TILAK VIDYALAYA ASSOCIATION'S  
M.L. DAHANUKAR COLLEGE OF COMMERCE, VILE PARLE (EAST), MUMBAI – 400 057

CLASS TEST

Class: M.Com.: Part II – Semester IV  
Sub: ADVERTISING AND SALES MANAGEMENT

Date: 3.04.2018

Max Marks: 40

Time: 6.00 to 7.30 p.m.

Supervisor's  
Sign & Date

Seat No. in Figures

in words \_\_\_\_\_

Q:1	Q:2	Q:3	Total	Total (in Words)	Signature

Q:1 State whether the following statements are True or False (Any 10):

1. Advertising is aimed at promotion and selling only tangible and physical goods.
2. Creative ads are entertaining the customers.
3. L.G. T.V. advertising is an example of industrial product advertising.
4. A branded product advertisement assures a standard quality to the consumers.
5. IMC is one of the elements of advertising.
6. Packaging also refers to the process of design, evaluation and production of packages.
7. The first advertising agency was started by Peter Drucker in Philadelphia in 1843.
8. Selection of an agency depends on the products' features.
9. Pay per response is just for online advertising.
10. Search Engine Marketing (SEM) is a form of Internet Marketing.
11. Reach is the average number of times the advertisement will be presented to the Reached Population.
12. In Flighting Media Scheduling Strategy ad could show alternating periods of advertising and then no advertising.
13. Digital billboards are expensive medium of advertising.

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14. Most newspapers are highly competitive cluttered media vehicles.
15. For snob appeal media like class magazines could be select.



OR

Q:1

A. Fill in the blanks (Any five):

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1. New product needs proper introduction and \_\_\_\_\_.
2. \_\_\_\_\_ identity is one of the biggest functions and effects of advertisement.
3. \_\_\_\_\_ advertising is creating awareness about the social issues.
4. Advertising of tractor in Konkan area is \_\_\_\_\_ advertisement.
5. A \_\_\_\_\_ is 24 feet long and 12 feet high and is on a wooden plank.
6. The ads on roads dividers or divided footpath or any marketplace is called \_\_\_\_\_.
7. Informative ads also called \_\_\_\_\_ ads during the introduction stage of PLC.
8. "Sunday Ho Ya Monday, Roz Khao Ande" is a slogan an example of \_\_\_\_\_ Product advertising.

B. Fill in the Blanks (Any five):

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1. \_\_\_\_\_ is a non-paid form of personal presentation of advertising.
2. The \_\_\_\_\_ model was first published by E.K. Strong in 1925.
3. \_\_\_\_\_ is also called airborne advertising.
4. \_\_\_\_\_ are a form of online advertising on the WWW intended to attract web traffic or capture email addresses.
5. Audio advertising is a form of digital advertising that targets consumers through \_\_\_\_\_.
6. \_\_\_\_\_ advertising media including bicycle seat, bus seat, shop floor, lcy media (ice), etc. advertising.
7. \_\_\_\_\_ is 125 X 125 size box advertisement can be seen on all website pages.
8. In \_\_\_\_\_ method there is instability of the method of budget setting.

**Q:2 Explain the following terms (Any Five):**

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1. Advertising.

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2. Marketing Mix.

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3. Regional Ads.

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4. Blimps ads.

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**5. New Media Options.**

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**6. In-flight advertising.**

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**7. Advertorial ad.**

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**8. The maximum amount.**

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**Q:3** Answer any two of the following:

1. Explain the various elements of IMC.
2. Elucidate the various functional department of advertising agency.
3. Explain the percentage of sales method with the help of example.



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PARLE TILAK VIDYALAYA ASSOCIATION'S

M.L. DAHANUKAR COLLEGE OF COMMERCE, VILE PARLE (EAST), MUMBAI – 400 057

CLASS TEST

Class: M.Com.: Part II – Semester IV

Sub: CORPORATE FINANCIAL ACCOUNTING

Date: 2.4.2018

Max Marks: 40

Time: 6.00 to 7.30 p.m.

Supervisor's  
Sign & Date

Seat No. in Figures

in words \_\_\_\_\_

Q:1	Q:2	Q:3	Total	Total (in Words)	Signature

Q:1 State whether the following statements are True or False (Any 10):

1. Valuation of stock is an example of accounting policy.
2. Treatment of goodwill is an example of accounting policies.
3. According to AS-1, disclosure should be made of all significant accounting policies.
4. Capitalisation of borrowing cost is to be ceased when substantially all the activities need to make the asset ready for use is completed.
5. The amount of borrowing cost capitalised cannot exceed the borrowing cost incurred during the period.
6. Other borrowing cost, those which cannot be capitalised should be recognised as an expense and written off in the period of occurrence.
7. Borrowing cost can only be capitalised when it is likely that they will generate future economic benefits.
8. Conversion of foreign currency items is an example of accounting policies.
9. The published financial statements of most companies included only chairman's report.
10. The amount of borrowing cost capitalised will always exceed the total borrowing cost incurred in that period.
11. Operating segment that do not meet any of the quantitative threshold must be ignored.

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12. If an operating segment is identified as a reportable segment in the current period, segment data for prior period is not required.
13. When ordinary shares are issued but not fully paid, then the ordinary shares are treated in the calculation of basic EPS in the same way as fully paid ordinary shares.
14. Dilution is an increase in EPS when convertible instruments are converted to ordinary shares.
15. Interest on bank overdraft, short term and long term borrowing are the only items included in borrowing cost.

OR

Q:1

**A. Fill in the blanks (Any five):**

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1. When an entity carries out \_\_\_\_\_ of its ordinary shares, the outstanding number of ordinary shares or potential ordinary shares will increase without any corresponding increase in resources.
2. For the purpose of calculating basic EPS, the number of ordinary shares shall be the \_\_\_\_\_ average number of ordinary shares outstanding during that period.
3. If the EPS is going to be reduced, as a result of potential shares being converted into ordinary shares, the potential shares are said to be \_\_\_\_\_.
4. Under IND AS 108, segments must be reported separately, if the reported revenue (internal and external) is more than \_\_\_\_\_ of the combined revenues of all segments.
5. A scope restriction is least likely to result in a(an) \_\_\_\_\_ opinion.
6. \_\_\_\_\_ is calculated before accounting for ordinary dividend.
7. Additional reportable segments should be identified till the external revenue reported by operating segments is less than \_\_\_\_\_ of the total revenue.
8. Borrowing cost may include all cost that are considered as \_\_\_\_\_ expense used in calculation of effective interest method as described in IND AS-39.

**B. Fill in the Blanks (Any five):**

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1. The responsibilities of management and auditors with respect to the financial statements are described in the \_\_\_\_\_ paragraph of the auditor's report.
2. The total amount of revenue that should be covered by the reportable segment is at least \_\_\_\_\_.
3. As a percentage of sales, profit or asset, a segment should be at least \_\_\_\_\_.

- 4. An entity must provide reconciliation between the total revenue of reportable segments and the entity's total \_\_\_\_\_.
- 5. In a \_\_\_\_\_ issue, the number of shares, outstanding before the event, is adjusted for the proportionate change in the number of outstanding shares as if the event had occurred at the start of the earliest period presented.
- 6. \_\_\_\_\_ EPS is required when there are potential shares outstanding.
- 7. If a new issue of share for cash is made between the year end and the date financial statements are authorised, then no adjustment is made to \_\_\_\_\_.
- 8. A \_\_\_\_\_ asset is an asset that necessarily takes a substantial period of time for its intended use of sale.

**Q:2 Answer the following in short (Any 5 out of 8):**

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- 1. Write a note on narrative disclosure.

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- 2. Explain unqualified or clean report.

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- 3. Explain modified opinion.

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4. What does IND AS 33 and IND AS 23 stand for?

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5. What does IND AS 21 and AS 6 stand for?

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6. Write a note on social reporting.

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7. List any 4 types of Reserves and Surplus.

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8. Explain adverse report.

Q:3 Answer any two of the following:

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1. GHI limited obtained a loan of Rs.70,00,000/- on 15<sup>th</sup> April, 2016 from JKL Bank, to be utilized as under

Construction for factory shield	Rs.25,00,000/-
Purchase of Machinery	Rs.20,00,000/-
Working Capital	Rs.15,00,000/-
Advance for purchase of truck	Rs.10,00,000/-

In March 2017, construction of the factory shed was completed and machinery, which was ready for its intended use was installed. Delivery of truck was received in the next financial year. Total interest of Rs.9,10,000/- was charged by the bank for the financial year ending 31-03-2017. Show the treatment of interest under IND AS 23 and also explain nature of assets.

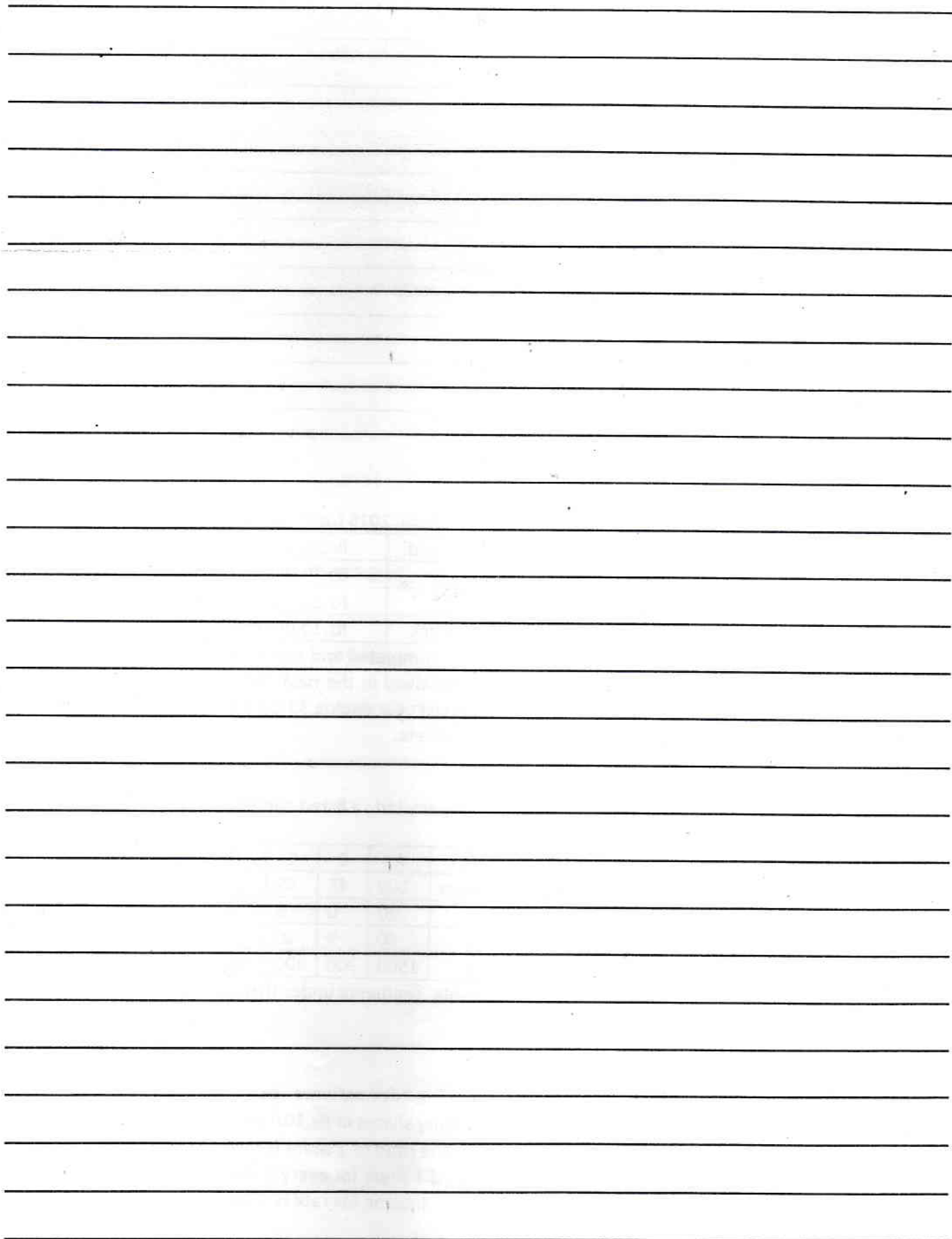
2. The following information relates to M/S Good Company Ltd., a listed company with 5 divisions, for the year ended March 31, 2017.

Particulars	A	B	C	D	E
Revenue from external customers	200	45	45	150	44
Inter segment revenue	20	0	5	20	2
Reported profit	40	9	10	45	10
Total assets	1500	300	400	2000	400

Which of the above business divisions are reportable segments under IND AS 108? Justify your answer with reasoning.

3. Calculate basic EPS as per IND AS 33 from the following information:

- Share Capital as on 1<sup>st</sup> April, 2016 – 1,00,000 equity shares of Rs.10/- each.
- Issue of rights shares for cash on 01-07-2016 in the ratio of 1 share for every 5 shares held. Issue of bonus shares (excluding right issue) in the ratio of 1 share for every 5 shares.
- Net profit before tax for 2016-17 is Rs.4,00,000/-. Income tax rate is 40%.



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M. Com

Part II

Internal April 2018



PARLE TILAK VIDYALAYA ASSOCIATION'S

M.L. DAHANUKAR COLLEGE OF COMMERCE, VILE PARLE (EAST), MUMBAI – 400 057

CLASS TEST

Class: M.Com.: Part II – Semester IV

Sub: FINANCIAL MANAGEMENT

Date: 4.04.2018

Max Marks: 40

Time: 6.00 to 7.30 p.m.

Supervisor's  
Sign & Date

Seat No. in Figures

in words \_\_\_\_\_

Q:1	Q:2	Q:3	Total	Total (in Words)	Signature

- Instructions: (1) All questions are compulsory.  
(2) Figures to the right indicate full marks.  
(3) Working Notes should form part of your answer.  
(4) Use of Simple Calculator is allowed.

Q:1 State whether the following statements are True or False (Any 10):

- Equity Share Capital represents the owner's equity.
- Credit Purchase can be a good source of short-term finance.
- Payback period is the period required to recover the initial investment outlay.
- While measuring cash inflows and outflows of a project, Depreciation amount should be added back to profit after tax.
- Preference Shares have preference over Equity Shares in respect of dividend and refund.
- Equity Share Capital possess all the voting power in the Company.
- Bank Overdraft is a short term advance allowed by the Bank to Customers against Current Account.
- Techniques of Capital Budgeting are used for allocation of long term Funds.
- The Net Present Value method does not consider the time value of money.
- Debenture holders have right to control.
- The Cost of Capital is the return the organisation must earn on its investment.

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12. Capital Budgeting involves long term Funds.
13. Replacement decisions occur when one asset is proposed to be replaced with another.
14. In probability analysis, probability is assigned to each year's cash flow.
15. Retained earnings is surplus cash that has not been needed for operating costs.

**OR**

**Q:1 A. Fill in the blanks (Any five):**

**05**

1. Tax saving on loss on sale of existing value is considered as \_\_\_\_\_.
2. In Capital \_\_\_\_\_ limited funds are allocated among the financially viable projects.
3. Sweat Equity Shares are allotted to \_\_\_\_\_.
4. \_\_\_\_\_ is growth in the value of investment.
5. The equity shares are also called as \_\_\_\_\_ shares.
6. Cash Flow for Capital Budgeting has to be net of \_\_\_\_\_.
7. Internal Rate of Return Method considers the Cash Flows over the entire life of a \_\_\_\_\_.
8. A Company which has sufficient \_\_\_\_\_ may issue bonus shares.

**B. Fill in the Blanks (Any five):**

**05**

1. \_\_\_\_\_ can be issued only if minimum credit rating is procured by the issuer Company.
2. Savings in respect of a cost is treated in Capital Budgeting as \_\_\_\_\_.
3. In Payback Period Method, the project which takes \_\_\_\_\_ payback period is recommended for Investment.
4. The Interest on public deposits is not \_\_\_\_\_ from taxation.
5. Trade credit is one of the main sources of short term \_\_\_\_\_ for a business.
6. Debenture interests are \_\_\_\_\_ payments.

7. Public Deposits are accepted for a period of 6 months to \_\_\_\_\_ years.

8. \_\_\_\_\_ Method is based on average annual accounting yield of a project.

**Q:2 Attempt any five out of eight:**

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1. Commercial paper.

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2. Salvage value.

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3. State any two merits of Net Present Value Method.

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4. State any two demerits of Profitability Index Method.

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5. Inter Corporate Deposits.

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6. Opportunity Cost.

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7. Advance from Customers.

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8. Indigenous Bankers.

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Q:3 Answer any two of the following:

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1. Explain the importance of Capital Budgeting.
2. M/S RMC Ltd. is considering a proposal for the investment of Rs.5,00,000/- on product development which is expected to generate Net Cash Inflows for 6 years as under:

Year	Net Cash Flows (Rs.)
1	NIL
2	1,00,000
3	1,60,000
4	2,40,000
5	3,00,000
6	6,00,000

The following are the Present Value factors @ 15% p.a.:

Year	Factor
1	0.87
2	0.76
3	0.66
4	0.57
5	0.50
6	0.43

Evaluate the proposal under Net Present Value Method.

3. Dinesh Industries Ltd. has an investment proposal of Rs.45,00,000/-. The expected Cash Inflow:

Year	Profit (Rs.)
1	10,00,000
2	12,00,000
3	15,00,000
4	15,00,000
5	14,00,000
6	10,00,000

The Present Value Factors are:

Year	@10%
1	0.909
2	0.826
3	0.751
4	0.683
5	0.621
6	0.564

You are required to ascertain Profitability Index @ 10%.



Internal April 2018



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M.L. DAHANUKAR COLLEGE OF COMMERCE, VILE PARLE (EAST), MUMBAI – 400 057

**CLASS TEST**

Class: **M.Com.: Part II – Semester IV**

Sub: **DIRECT AND INDIRECT TAXATION**

Date: 3.4.2018

Max Marks: 40

Time: 6.00 to 7.30 p.m.

Supervisor's  
Sign & Date

Seat No. in Figures

in words \_\_\_\_\_

Q:1	Q:2	Q:3	Total	Total (in Words)	Signature

**Q:1 State whether the following statements are True or False (Any 10):**

1. Under the old tax structure, VAT was charged on sale of goods.
2. A person not liable to be registered may get himself registered voluntarily.
3. Only a person having PAN will be granted registration.
4. Under GST, Luxury Tax has been subsumed.
5. SEZ is considered to be a place outside India for all tax purposes.
6. There is a single registration for all taxes i.e. CGST, SGST, IGST, UTGST.
7. Supply between 2 states is intra state supply.
8. Every registered person shall display GSTIN at Principal Place of Business.
9. Maximum rate of IGST will be 28%.
10. A Casual Taxable Person must deposit an advance tax of an amount equivalent to the estimated tax liability for the period of registration.
11. Eggs are exempt from GST.
12. Supply within the same Union Territory is Intra State Supply.
13. Taxpayers already registered under earlier regime of indirect tax laws must register under GST.

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14. Services provided by a charitable trust registered under Income Tax Act for protection of wildlife is exempt.
15. Casual taxable persons making taxable supply is liable to register under GST.

OR

Q:1

**A. Fill in the blanks (Any five):**

05

1. GST has to be paid by \_\_\_\_\_ date of the following month.
2. The first 2 digits of GSTIN is \_\_\_\_\_ code.
3. Services provided to FIFA U-10 World Cup 2017 is \_\_\_\_\_.
4. Transport of passenger service provided by Indian Railways in second class is \_\_\_\_\_.
5. Hair transplant services provided to bald persons is \_\_\_\_\_.
6. Goods imported into India will be considered as \_\_\_\_\_ supply.
7. Amount received by a brand ambassador for Reliance is \_\_\_\_\_.
8. Mortuary services is \_\_\_\_\_.

**B. Fill in the Blanks (Any five):**

05

1. A specified agency of UN is required to obtain a \_\_\_\_\_.
2. GSTIN is \_\_\_\_\_ digit number.
3. Fees collected from students of play school is \_\_\_\_\_.
4. On Inter State supply, \_\_\_\_\_ is payable.
5. Sale of time space for advertisement on Sony TV is \_\_\_\_\_.
6. Sale of time space for advertisement on Sony TV is \_\_\_\_\_.
7. Basic mail services by Postal Department is \_\_\_\_\_.
8. A casual taxable person shall apply for registration atleast \_\_\_\_\_ days prior to the commencement of business.

**Q:2 Answer any five questions:**

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**1. What is the period of validity of registration certificate of Casual Taxable Person?**

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**2. What do you mean by export of services?**

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**3. Mr. Sam is engaged in business and his turnover in Financial Year 2017-18 was Rs 30 crores. For expanding his operations, he has applied for business visa for USA and paid fees of Rs 20000. Does he have to pay tax?**

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**4. IIM Ahmedabad charges Rs 24 lakhs fees for its 2 years full time post graduate course in Management. Admission is made on the basis of CAT results. Comment on the taxability aspect.**

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5. Who is a non-resident taxable person?

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6. Humble Publications Ltd is a leading tax literature publishing company. It participates in a book fair organised by the Government of South Africa. For this purpose, it engages Wizcraft Ltd, an event management company. Wizcraft charges Rs 2.5 lakhs for managing book stall at South Africa. Comment on the taxability aspect.

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7. State any 2 advantages of registration under GST.

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8. Aniruddh Ltd is having one office in Goa. They have another office in Rajasthan. Aggregate turnover is Rs 17 lakhs. Goa office has transferred goods worth Rs 280000 to Rajasthan Office. Whether registration u/s 24 will be applicable?

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**Q:3 Answer any two of the following:**

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1. State the advantages and disadvantages of GST
2. Write a note on cancellation and revocation of cancellation of registration.
3. Mr. X of Maharashtra supplied goods worth Rs 10000 to Mr. A of Maharashtra. Mr. A further supplied the goods to Mr. B of Punjab after value addition of 20%. Mr. B further supplied the goods to Mr. C of Punjab after value addition of 20%. Rate of GST is 18%. Calculate the tax payable



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M.L. DAHANUKAR COLLEGE OF COMMERCE, VILE PARLE (EAST), MUMBAI - 400 057  
CLASS TEST

Class: M.Com.: Part II - Semester IV  
Sub: SUPPLY CHAIN MANAGEMENT AND LOGISTICS

Date: 2.4.2018

Max Marks: 40

Time: 6.00 to 7.30 p.m

Supervisor's  
Sign & Date

Seat No. in Figures

in words \_\_\_\_\_

Q:1	Q:2	Q:3	Total	Total (in Words)	Signature

Instructions: (1) All questions are compulsory.

(2) Figures to the right indicate full marks.

(3) Question No.1 and 2 to be solved on the Question Paper and Q:3 on supplement.

Q:1 State whether the following statements are True or False (Any 10):

1. Supply chain management is network of organisations that have linkages to deliver goods and services to ultimate customers.
2. Information in Supply chain management flows both upwards and downwards.
3. 'JIT' system means maintaining long term relations with customers.
4. A Company can enjoy competitive advantage by managing successfully two 'C's.
5. Lack of coordination between the chain members have a negative influence on profitability.
6. Transportation helps in creating form utility.
7. Industrial goods are sold to ultimate consumer.
8. Water transportation is a cheap method of shipping heavy, low-value, non-perishable goods.
9. Inter-modal transportation is the use of more than one mode of transportation for movement of goods.
10. Middlemen are the link between producer and consumer.
11. Benchmarking is a major tool in gaining competitive advantage.

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12. Transport transaction is influenced by five parties.
13. Ropeway is a convenient mode of transport in a flat terrain.
14. Inventory control ensures minimum investment in inventory.
15. Reverse logistics help many companies in gaining competitive advantage over competitors.


**OR**

**Q:1**

**A. Fill in the blanks (Any five):**

1. There are \_\_\_\_\_ principles of supply chain management.
2. Supply chain management helps organisations to accurately \_\_\_\_\_ customer demand.
3. Supply chain entities should \_\_\_\_\_ with the local, state and federal laws for smooth operations.
4. Free home delivery is an example of service \_\_\_\_\_.
5. \_\_\_\_\_ means fluctuations in orders increase as they move up the supply chain from retailer to suppliers.
6. Direct marketing channel is also known as \_\_\_\_\_ level channel.
7. \_\_\_\_\_ middlemen take possession of products but do not actually own them.
8. \_\_\_\_\_ is an agent who undertakes risk of loss on account of bad debts and guarantees payment to the Company.

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**B. Fill in the Blanks (Any five):**

1. \_\_\_\_\_ agent is mostly found in agricultural business.
2. The mode of transport used to transport liquids like chemicals, oil natural gas etc is \_\_\_\_\_.
3. \_\_\_\_\_ create time utility.
4. Return of unsold goods is an example of \_\_\_\_\_ logistics.
5. Intermodal transportation is also known as \_\_\_\_\_ transportation.
6. \_\_\_\_\_ is a combination of air and road transport.
7. \_\_\_\_\_ is an intermediary who sells their products directly to the end user for profit in small quantities.
8. For success in market place it is necessary to pay attention to 3 C's – the Company, its Customers and its \_\_\_\_\_.

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**Q:2 Explain the following terms (Any Five):**

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**1. Supply chain management.**

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**2. Logistics.**

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**3. Benchmarking.**

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**4. Wholesaler.**

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5. Functional middlemen.

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6. Packaging.

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7. Water transport.

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8. Two functions of warehousing.

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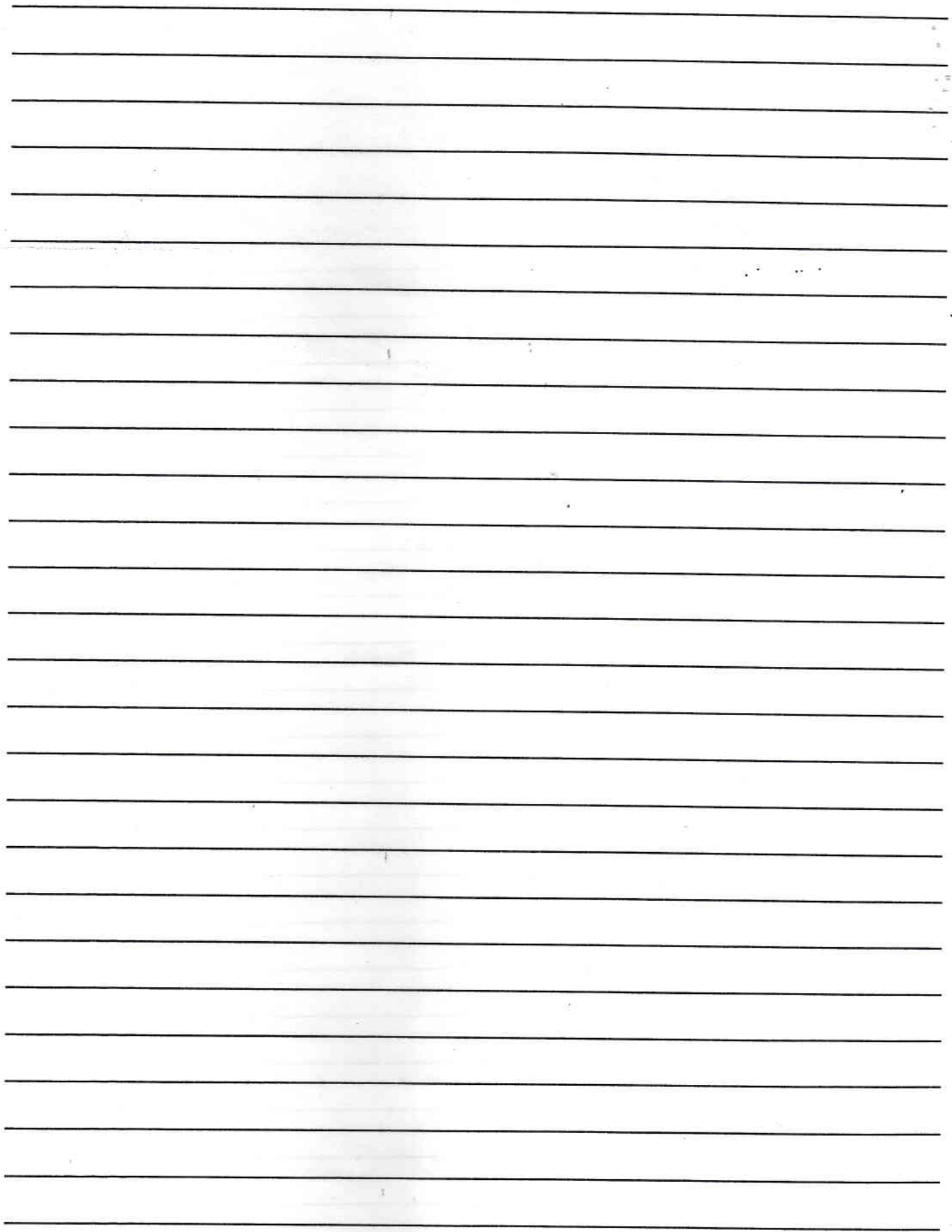
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M.Com - Part II (Sem-IV)  
Internal Exam (April-2018)

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PARLE TILAK VIDYALAYA ASSOCIATION'S  
M.L. DAHANUKAR COLLEGE OF COMMERCE, VILE PARLE (EAST), MUMBAI - 400 057

CLASS TEST

Class: M.Com.: Part II - Semester IV

Sub: TOURISM MANAGEMENT

Date: 4/4/2018

Max Marks: 40

Time: 6.00 to 7.30 p.m.

Supervisor's  
Sign & Date

Seat No. in Figures

in words \_\_\_\_\_

Q:1	Q:2	Q:3	Total	Total (in Words)	Signature

- Instructions: (1) All questions are compulsory.  
(2) Figures to the right indicate full marks.  
(3) Question No.1 and 2 to be solved on the Question Paper and Q:3 on supplement.

Q:1 State whether the following statements are True or False (Any 10):

1. Tourism has played an important role in the economy of developing countries.
2. Tourism is a collection of activities, services, industries which deliver a travel experience to people.
3. Trade and Commerce are not responsible for growth of tourism.
4. Tourism has economic and social importance.
5. Tourism increases export earnings and rate of growth of the economy.
6. The department of tourism's main function is to formulate and implement various policies for development of tourism.
7. Tourism is long term movement of people to destination outside the places where they normally live.
8. Sports tourism is fast gaining popularity and prominence.
9. There are various forms of tourism.
10. Tourism Industry is a group or cluster of small firms who deal in providing attractive and affordable holiday packages.
11. A travel agent provides information to the people on various travel destination.

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12. Tour operator are not offering holiday packages.
13. Business tourism is the reason for organising meetings, seminars, conferences.
14. Pricing is an important aspect of the destination's competition with other destinations.
15. Tourism planning at the national level is concerned with national tourism.


OR

05

Q:1.

**A. Fill in the blanks (Any five):**

1. \_\_\_\_\_ involves the culture of particular country.
2. Birth right citizenship is the thing that is sought by people in \_\_\_\_\_.
3. \_\_\_\_\_ means people travelling for fun.
4. \_\_\_\_\_ is one of the main sector in travel and tourism.
5. Travel agent needs \_\_\_\_\_ skill.
6. Event Manager will help to finalise detail planning of \_\_\_\_\_.
7. \_\_\_\_\_ must be expert knowledge of specific areas.
8. \_\_\_\_\_ refers to planning for specific location.

05

**B. Fill in the Blanks (Any five):**

1. \_\_\_\_\_ includes activities as sight seeing and camping.
2. \_\_\_\_\_ requires that a tourist has to take risk and special training and skills.
3. \_\_\_\_\_ involves a huge theme park, a museum, a gallery etc.
4. \_\_\_\_\_ is in charge of restaurant's kitchen.
5. Visitor attention and initial motivation for the tourist to visit \_\_\_\_\_.
6. \_\_\_\_\_ brings the development of the community.
7. \_\_\_\_\_ provides common vision, direction for tourism.
8. \_\_\_\_\_ is in-charge of all aspects of running a hotel.

**Q:2 Answer any five questions:**

**10**

**1. Define Tourism.**

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**2. Explain any two characteristics of tourism.**

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**3. State any two importance of tourism.**

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**4. What is the function of tour operator?**

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5. Describe the function or work of PR Manager.

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6. What are the different levels of tourism destination planning?

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7. Why is tourism planning important?

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8. What are Government initiatives for tourism industry in India?

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