

Name:
Enrolment No:



UNIVERSITY OF PETROLEUM & ENERGY STUDIES
End Semester Examination (Online) – July, 2020

Program: B.B.A AVO
Subject/Course: Tourism Enterprise Planning
Course Code: TRAV2004

Semester : IV
Max. Marks: 100
Duration : 3 Hours

IMPORTANT INSTRUCTIONS

1. The student must write his/her name and enrolment no. in the space designated above.
2. The questions have to be answered in this MS Word document.
3. After attempting the questions in this document, the student has to upload this MS Word document on Blackboard.

| | | Marks | COs |
|-----|--|-------|-------------|
| Q.1 | Why Feasibility study is needed for setting up an enterprise? As an entrepreneur, what are the key characteristics you should have or develop in order to be successful? | 20 | CO1 |
| Q.2 | “Cross cultural aspect of the tourism industry is a double-edged sword culturally and economically to the local people”. Comment on the statement on the basis of advantages and disadvantages of tourism according to you. Explain the role of marketing in it. | 20 | CO2 |
| Q.3 | The problems and plight of the lower class of the society in the tourism industry is huge, Explain HRM in Hospitality in such a way that it captures the complexity and dynamism of the subject in the industry and industry’s willingness to curb the menace. | 20 | CO3 |
| Q.4 | What is the Money Flow Report? If your project is financed for long term then how will your money flow report will service the debt of the project? Explain in your own words. Or What is Collaborative Project Financing? When and how it is used in tourism industry in a manner that as a Project manager, you get your | 20 | CO3, CO4 |

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| | project financed and don't loose on decision making at any level? | | |
| Q.5 | Assuming the seasonal fluctuations in Tourism industry, and taking into account all risk factors of running an enterprise, how will you battle the hardships imposed by Covid 19 pandemic on the financial, Human resource, Strategic decision making and marketing aspects of the industry? | 20 | CO4 |

ANSWERS