



Name:

Enrolment No:

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

End Semester Examination, May 2022

Course: Tourism Business Environment

Program: BBA (THM)

Course Code: TRAV3008

Time : 03 hrs.

Max. Marks: 100

Instructions:

SECTION A
10Qx2M=20Marks

S. No.		Marks	CO
Q 1	<p>1. Which statement/s is/are correct? Integration strategies are -</p> <ul style="list-style-type: none">a) Backward and forward.b) Horizontal and vertical.c) Offensive and defensive.d) None of the above. <p>Options</p> <ul style="list-style-type: none">1. b and c2. a and c3. a, b and c4. Only d	2	CO2
Q 2	<p>2. The attribute of question mark (?) in BCG matrix are</p> <ul style="list-style-type: none">a. High market share, low market growth.b. low market share, high market growth.c. low market share, low market growth.d. High market share, high market growth.	2	CO2
Q 3	<p>_____integration involves the acquisition of business operations within the same production.</p>	2	CO1
Q 4	<p>Increasing profits by reducing costs, while charging industry-average prices is _____ strategy.</p>	2	CO1
Q 5	<p>When 2 or more companies pool their resources to make another sperate company than the new company formed is called _____</p>	2	CO1

Q 6	High market share and high market growth are attributes of a. Stars b. Cash cows. c. Dogs d. Question mark	2	CO2
Q 7	Generally, when two companies merge together than a new name is given. True or False?	2	CO1
Q 8	Whenever there is an acquisition, generally new stocks are issued. True or False?	2	CO1
Q 9	When 2 or more companies come together formally to increase their combined sales is called _____.	2	CO1
Q 10	The process of getting out of one's comfort zone for more than 24 hours is called_____.	2	CO1
SECTION B 4Qx5M= 20 Marks			
Q 11	What are the advantages of Outsourcing?	5	CO2
Q 12	Write a short note on Offensive strategies.	5	CO3
Q 13	Write a short note on Joint Venture.	5	CO3
Q 14	What is the concept of "Continuous improvement"?	5	CO4
SECTION-C 3Qx10M=30 Marks			
Q 15	Define outsourcing strategy in detail with example and list its disadvantages.	10	CO2
Q 16	Detail the journey from venture Ideation to its management.	10	CO3
Q 17	Describe entrepreneurship in tourism. How they impact the development of tourism industry	10	CO4
SECTION-D 2Qx15M= 30 Marks			
Q 18	According to you, which integration strategy is better; horizontal or vertical? And why? Support your opinion with example.	15	CO3
Q 19	A new smaller company has popped up in your market as a competitor. You are not able to fend the competition solely on the basis of the quality of the product or service you offer. Now assuming that you are a CEO, take strategic decision. What will you do before applying any strategy? Then which strategy you will chose and implement? And why?	15	CO4