



<b>Name:</b> <b>Enrolment No:</b>	
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**UNIVERSITY OF PETROLEUM AND ENERGY STUDIES**  
**End Semester Examination, May 2022**

**Course: Emerging Tourism Destination**  
**Program: BBA (THM)**  
**Course Code: TRAV3006**

**Time : 03 hrs.**  
**Max. Marks: 100**

**Instructions:**

**SECTION A**  
**10Qx2M=20Marks**

S. No.		Marks	CO
Q 1	1. Which statement/s is/are correct? Integration strategies are - a) Backward and forward. b) Horizontal and vertical. c) Offensive and defensive. d) None of the above.  Options  1. b and c 2. a and c 3. a, b and c 4. Only d	2	CO2
Q 2	2. The attribute of question mark (?) in BCG matrix are  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	_____ integration involves the acquisition of business operations within the same production.	2	CO1
Q 4	Increasing profits by reducing costs, while charging industry-average prices is _____ strategy.	2	CO1
Q 5	When 2 or more companies pool their resources to make another sperate company than the new company formed is called _____	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
<b>SECTION B</b> <b>4Qx5M= 20 Marks</b>			
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
<b>SECTION-C</b> <b>3Qx10M=30 Marks</b>			
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
<b>SECTION-D</b> <b>2Qx15M= 30 Marks</b>			
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