

Name:

Enrolment No:



**UNIVERSITY OF PETROLEUM AND ENERGY STUDIES**  
**End Semester Examination, May 2022**

**Course: Tourism Environment & Road Safety**  
**Program: BBA (Tourism & Hospitality Management)**  
**Course code: TRAV3007**

**Semester: VI**  
**Time: 03 Hours**  
**Max. Marks: 100**

**SECTION A**

- 1. Each Question will carry 2 marks**
- 2. Instruction : Select the most appropriate answer**

		<b>Mark s</b>	<b>CO</b>
<b>Q 1</b>	<b>Which cost is incurred even if the company is closed?</b>  A) Sunk cost  B) Historical cost  C) Shut-down cost  D) Imputed cost	<b>[2]</b>	<b>CO1</b>
<b>Q2</b>	<b>Suppose people buy more of good 1 when the price of good 2 falls. These goods are</b>  A) substitutes.  B) inferior.  C) normal.  D) complements.	<b>[2]</b>	<b>CO1</b>

Q3	<p><b>Which of the following market types has all firms selling products so identical that buyers do not care from which firm they buy?</b></p> <p><b>A) Perfect Competition</b></p> <p><b>B) Oligopoly</b></p> <p><b>C) Monopolistic competition</b></p> <p><b>D) Monopoly</b></p>	[2]	CO1
Q4	<p><b>A price-taking firm</b></p> <p><b>A) cannot influence the price of the product it sells.</b></p> <p><b>B) talks to rival firms to determine the best price for all of them to charge.</b></p> <p><b>C) sets the product's price to whatever level the owner decides upon.</b></p> <p><b>D) asks the government to set the price of its product.</b></p>	[2]	CO1
Q5	<p><b>Domestic tourism embraces those travelling</b></p> <p><b>A) Within their own country</b></p> <p><b>B) Outside their own country</b></p> <p><b>C) To overseas islands</b></p> <p><b>D) On overseas cruises</b></p>	[2]	CO1
Q6	<p><b>Which of the following plays an important role in Tourism Industry?</b></p> <p><b>A) Attraction</b></p> <p><b>B) Accommodation</b></p> <p><b>C) Transportation</b></p> <p><b>D) all of these</b></p>	[2]	CO1

Q 7	<p><b>What is the basic premise of cost concept?</b></p> <p>A) <b>Cost ascertainment</b></p> <p>B) <b>Tax compliance</b></p> <p>C) <b>Financial audit</b></p> <p>D) <b>Profit analysis</b></p>	[2]	CO1
Q 8	<p><b>Full form for LEDC?</b></p> <p>A) <b>Less Economically Developed Community</b></p> <p>B) <b>Less Economically Developed Country</b></p> <p>C) <b>Less Economically Developed Company</b></p> <p>D) <b>None of the above.</b></p>	[2]	CO1
Q 9	<p><b>When the quantity demanded of a goods is equal to the quantity supplied of that goods, then _____.</b></p> <p>A) <b>There is a surplus</b></p> <p>B) <b>The government is intervening in the market</b></p> <p>C) <b>There is a shortage</b></p> <p>D) <b>None of the above</b></p>	[2]	CO1
Q 10	<p><b>A tourist is interested in doing rafting at Rishikesh, he has an interest in which kind of tourism</b></p> <p>A) <b>social tourism</b></p> <p>B) <b>urban tourism</b></p> <p>C) <b>adventure tourism</b></p> <p>D) <b>rural tourism</b></p>	[2]	CO1
<p><b>SECTION B</b></p> <p><b>1. Each Question will carry 5 marks</b></p> <p><b>2. Write short / brief notes</b></p>			
Q11	<b>Define Fixed and Variable Costs.</b>	[5]	CO4

Q12	<b>Define Market and Factors determining the forms of Market.</b>	[5]	CO4
Q13	<b>Define Price Elasticity of demand. Calculate and mention the elasticity as per the results:</b>  <b>Price 1 = 15, Quantity = 100, Price 2 = 10, Quantity 2 = 150, using percentage method.</b>	[5]	CO4
Q14	<b>Mention different Pricing factors you will be considering while quoting a package for 2 couples.</b>	[5]	CO4
<b>SECTION C</b>			
<ol style="list-style-type: none"> <li>1. Each Question carries 10 marks</li> <li>2. Instruction : Write Long Answer</li> </ol>			
Q15	<b>Explain Socio-Cultural Impacts of Tourism. and its Positive and Negative Impact on Tourism.</b>	[10]	CO5
Q 16	<b>Explain Elasticity of Demand and its Determinants using Examples.</b>	[10]	CO5
Q 17	<b>Explain Different Cost Concepts, using Examples.</b>	[10]	CO5
<b>SECTION D</b>			
<ol style="list-style-type: none"> <li>1. Each Question carries 15 marks</li> <li>2. Instruction : Write Long Answer</li> </ol>			
Q 18	<b>Explain Different Forms of Market Structure using Examples</b>	[15]	CO2
Q 19	<b>Prepare SWOT ( Strength, Weakness, Opportunity, Threat) analysis for Make My Trip .</b>	[15]	CO2