

Full Marks: 60

Pass Marks: 30

Time: 3 Hrs.

TRIBHUVAN UNIVERSITY
FACULTY OF MANAGEMENT
Office of the Dean
Model Question 2026

BHM/Fifth Semester / BHM 301: E-Commerce for Hospitality

Group "A"

Brief Answer Questions:

[10 × 1 =10]

1. Define e-commerce in the context of hotel management.
2. What is a direct booking system?
3. Name one advantage of third-party booking platforms.
4. What does SEO stand for?
5. What is PPC advertising?
6. Mention one benefit of social media marketing for hotels.
7. What is online fraud?
8. Define mobile optimization.
9. What is a chatbot?
10. Name one emerging technology used in hotel e-commerce.

Group "B"

Short Answer Questions: (Attempt any SIX Questions)

[6 × 5=30]

11. Explain the challenges and benefits of an online reservation system in the hotel industry.
12. Differentiate between direct booking systems and third-party booking platforms.
13. Describe the components of an effective online booking system.
14. Explain the role of E-mail marketing campaign for effective promotion.
15. Explain the importance of data protection and privacy in hotel e-commerce.
16. Describe the features and benefits of a hotel mobile application.
17. Analyze emerging trends in hotel e-commerce.

Group "C"

Comprehensive Answer Questions: (Attempt any TWO Questions)

[2 × 10=20]

Answer any TWO questions. Each question carries 10 marks.

18. Discuss the evolution of e-commerce in the hospitality industry and analyze its benefits and challenges for hotels.
19. Explain various digital marketing strategies for hotels and elaborate its advantages and limitations.
20. Discuss the importance of e-commerce security in hotels and explain measures to prevent online fraud and protect guest data.

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BHM/Fifth Semester / BHM 302: Event Management for Tourism and Hospitality

Group "A"

Brief Answer Questions:

[10 × 1 =10]

1. Define Events as a project.
2. Who are vendors in events?
3. Define corporate events.
4. Enlist the scope of event management education
5. How are theme decided in events?
6. Discuss the synergy between events and management.
7. Define hallmark events.
8. What is budgeting in event management?
9. "Marketing is necessary in events" justify.
10. What do you understand by logistics?

Group "B"

Short Answer Questions: (Attempt any SIX Questions)

[6 × 5=30]

11. "Events are once in a life time experience". Justify.
12. Overview event planning process.
13. Briefly explain the users of event financial information.
14. Explain the significance of licenses and permits in event management, with examples.
15. Elaborate the role and impact of media in event marketing.
16. Construct a marketing plan suitable to the market segment for any events that you wish to plan.
17. Highlight the venue selection process while managing event.

Group "C"

Comprehensive Answer Questions: (Attempt any TWO Questions)

[2 × 10=20]

18. "Cost control and financial monitoring in events is very crucial". Explain different budgeting methods suitable for event manager to prepare financial forecasts for events.
19. Classify events in terms of size. Accordingly, highlight the significance of mega events for any host destination.
20. Explain the importance of event management in context to economic growth and community development in countries like Nepal, along with an overview of existing scenario in relation to event management practices.

MGT 301: Entrepreneurship

Credits: 3

Lecture Hours: 48

Course Description

This course deals with introduction, opportunity assessment, idea generation, new venture creation and operation, legal processes for start-up and operation, acquaint to business models and resources available in Nepal for entrepreneurship, marketing and sales in entrepreneurial business, operation of entrepreneurship and entrepreneurial development programs.

Course Objectives

The objective of this course is to prepare students to develop them as entrepreneurs. It provides exposure to the students on the process for developing entrepreneurial business and legal framework as well so that they can start-up and manage their own entrepreneurial venture. The course is also intending to acquaint the students with the demographic and geographic resources available in the country.

Learning Outcomes

After completion of this course, students will be able to know the concept of entrepreneurship, various dimensions of entrepreneurship and the opportunities available on the basis of demography and geography. Similarly, they will be able to prepare business plan for small businesses, know legal procedures for establishing ventures and the institutions from where they can take help for establishing ventures.

Learning Strategies

The convenor of the course should follow the lecture method, project work development, adopt idea pitching workshops and simulation for establishing entrepreneurial business and visit the different field to know the opportunities available in the different places of the country. Review of periodicals, business journals and magazines and previous empirical articles and presentation are the regular phenomena of the class room activities. Review of related law and their presentation is considered as an important pedagogy for leveraging the knowledge of the students.

Course Details

Unit 1: Introduction to Entrepreneurship and Business Idea

6 LHs

Concept, Types of entrepreneurship, Goal and its importance in entrepreneurship, entrepreneurship mindset, changing demography of entrepreneurship, business opportunities and ideas, techniques for generating ideas, feasibility testing of generated ideas in hospitality sector, translating ideas into action considering legal issues

Unit 2: Business demography and Business models**8 LHs**

Concept and definition of business demography, decision making science, spheres of business demography (consumer research, product development, product marketing, site selection), sources of data and business decision making, introduction to business models, categories of different business model adopted in hospitality sector, Development of typology of business model for hospitality sector.

Unit 3: Development of a Business Plan for hotel startups**7LHs**

Meaning of business plan, reasons for writing business plan, outline of business plan and development of business plan template, use of lean canvas model in the development of business plan, Nepalese legal provisions related to implementation of business plan. Preparation of business plan.

Unit 4: Intellectual Property**5 LHs**

Concept, importance, types of intellectual property: patent and its types, trademarks and its types, copy right and trade secrets and its protection methods, process of getting different types of intellectual property in Nepal, intellectual property audit and its process.

Outcome: Complete report development for obtaining intellectual property in hotel industry

Unit 5: Growth in Entrepreneurship Business**6 LHs**

Selecting market and establishing a position, preparing for growth, reasons for growth, challenges of growth, internal and external growth expansion, franchising for growth, establishing a franchising system in hotel industry, ethical issues in chain hotel business, steps in purchasing a franchise, legal aspects of the franchise relationship

Unit 6: Future steps in developing entrepreneurship in Nepal**6 LHs**

Entrepreneurial education, access to finance and ways to access, infrastructure and digital connectivity, regulatory environment, supportive ecosystem, sector specific entrepreneurship, empowering entrepreneurship through entrepreneurship, diaspora involvement, and government support for entrepreneurial business development.

Outcome: Prepare report on the facilities provided by the government for new venture in hospitality sector

Unit 7: Understanding on Geographic concepts for hospitality**8 LHs**

Geographic concepts and units, and use of geographic concept for hotel industry, geo-ecological units of Nepal, and its impact on hotel industry, census tracts, and assessment of opportunity for hospitality business, demo-geo information system, Assessment of feasibility of hospitality business under different geography.

Outcome: Visit of different geography and development of typology for creating hospitality business

Reading materials

- Barringer, Bruce R. and Ireland, R. Duane (2020). *Entrepreneurship: Successfully launching new venture (6th ed.)*. Noida, India: Pearson Education Service Pvt. Ltd.
- Lavery, Michael, and Little, Chris (2020). *Entrepreneurship*. Houston, Texas, USA: OpenStax, Rice University (Downloadable).
- Swanson, D.A. & Morrison, P.A. (2010). Teaching business demography using case studies. *Population Research and Policy Review*, 29(1), pp. 1-15 (for case in demography)
- Thomas, R.K. (2018). *Concepts, methods and practical applications in applied demography: An introductory textbook*. Springer, pp.1-15.
- David, Dorrel, Henderson, Joseph, Lindley, Todd and Connor, Georgeta (2019). *Introduction to Human Geography*. University System Of Georgia.
- MA, Jeremy Patrich (2020). *Physical Geography*. Zero Text Book Cost.

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BTTM / BHM / Fifth Semester / MGT 301: Entrepreneurship

Group "A"

Brief Answer Questions:

[10 × 1 =10]

1. What is entrepreneurship?
2. Define business demography.
3. What is a business model?
4. Why is consumer research needed?
5. Point out any two feature of intellectual property?
6. Give the Concept of patent?
7. List out any two Challenges of growth in entrepreneurship.
8. What is market positioning?
9. What is geographic concept in hospitality?
10. Write down the meaning of eco-system.

Group "B"

Short Answer Questions: (Attempt any SIX Question)

[6 × 5=30]

11. Explain the importance of entrepreneurship in economic development.
12. Describe the different spheres of business demography with examples.
13. Discuss the reasons for writing a business plan for a hotel startup.
14. Describe trade secrets and how they are protected.
15. Explain franchising as a growth strategy in the hotel industry.
16. How do we assess of feasibility of hospitality business? Explain in brief.
17. Explain different ways to access finance for new ventures.

Group "C"

Comprehensive Answer Questions: (Attempt any TWO Questions)

[2 × 10=20]

18. Prepare a detailed outline of a business plan for a small hotel business.
19. Explain the sources of data used in business demography and analyze their role in effective decision-making.
20. Discuss the geo-ecological regions of Nepal and analyze their impact on the hotel industry and tourism development.

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BTTM/Fifth Semester / STT 301: Statistics
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Candidates are required to answer all the questions in their own words as far as practicable.

Group "A"

Brief Answer Questions:

[10 × 1 = 10]

1. Distinguish between primary data and secondary data.
2. The following result were obtained:
Coefficient of variation=50%
SK(P)=0.5
S.D.=2
Find mean and mode.
3. The year of origin of the following straight line trend equation of profits (in lakhs of rupees) is 2008.
 $Y = 35 + 2X$. Estimate the profit for the year 2015.
4. Calculate the average daily wages for the workers of two factories.

	Factory A	Factory B
No. of wage earners	80	20
Average daily wages	Rs. 1560	Rs. 1260

5. What will be the value of median of a moderately asymmetrical distribution, if the mean and mode are 30 and 24 respectively?
6. Calculate quartile deviation and coefficient of quartile deviation.
 $Q_1=62, Q_3=70$
7. If $n=50, \bar{x}=75, \bar{y}=80, \sum x^2=130, \sum y^2=140, \sum xy=120$, find the value of r.
8. Find the trend line from the following data by semi-average method.

Year	2061	2062	2063	2064	2065	2066
Sales	22	26	24	27	26	28

9. Calculate the coefficient of variation of a distribution if mean is found to be 200 and variance of distribution is 36.
10. Find the median of the following data:
20, 15, 15, 22, 17, 28

Group "B"

Short Answer Questions: (Attempt any SIX Questions)

[6 × 5=30]

11. What is sampling? Discuss various sampling techniques.

12. Draw less than ogive and more than ogive for the following data in a same plane and locate median.

Height	62-63	63-64	64-65	65-66	66-67	67-68	68-69
Persons	2	6	14	16	8	3	1

13. Compute the seasonal indices by the method of simple average for the following data.

Quarter	1988	1989	1990	1991
I	3.5	3.5	3.5	4.0
II	3.9	4.1	3.9	4.6
III	3.4	3.7	3.7	3.8
IV	3.6	4.8	4.0	4.5

14. Construct:

a) Five number summary

b) Box-and-whisker plot

70, 99, 88, 100, 120, 89, 99, 89, 98, 96, 114

15. A problem in Statistics is given to two students A and B whose chances of solving it are $\frac{1}{3}$ and $\frac{1}{4}$ respectively. Find the probability that

a) The problem will be solved.

b) Only one of them can solve the problem

c) None of them will solve the problem

16. Modal marks for a group of 47 students is 27. Five students got the marks between 0-10, 15 students got the marks between 20-30 and 7 students got the marks between 40-50. Find the number of students getting marks between 10-20 and 30-40, if the minimum marks in the test were 50.

17. Fit a straight line trend for the following data and predict the likely profit for 1987.

Year	1980	1981	1982	1983	1984	1985	1986
Profit (in Rs. 000)	59	62	61	65	67	65	69

Group "C"

Comprehensive Answer Questions: (Attempt any TWO Questions)

[2 × 10=20]

18. A factory produces two types of electric motors A and B. In an experiment relating to their life, the following results were obtained.

Life(in years)	Number of motors	
	Model A	Model B
0-2	1	5
2-4	9	7
4-6	22	11
6-8	11	19
8-10	8	9

a) Find which model of motor has uniformity of life? Give reason

b) Calculate the combined mean.

19. From the data give below, find:

a) Two regression equations

b) The coefficient of correlation between the marks in Math and Statistics.

c) The most likely marks in Statistics when marks in Math is 30.

Marks in Math	25	28	35	32	31	36	29	38	34	32
Marks in Statistics	43	46	49	41	36	32	31	30	33	39

20. From the following income distribution, find:

a) Lowest income of richest 10% of the people

b) Limits of income of middle 60% of the people

Income	0-20	20-40	40-60	60-80	80-100
No. of persons	10	30	36	30	14

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BTTM/Fifth Semester / TTM 301: Air Cargo Management

Candidates are required to answer all the questions in their own words as far as practicable.

Group "A"

Brief Answer Questions:

[10 × 1 =10]

1. What is Cargo handling?
2. Define "TACT rate".
3. What is the Master Airway Bill?
4. Explain how chargeable weight is calculated.
5. Define Perishable Cargo.
6. Decode the following: a) ULD b) DGR
7. Define Deferred Payment.
8. Define Pallet in an Air Cargo Operations.
9. Decode the following airlines and city code: a) H9 b) OSA
10. Write any two functions of an Airway Bill.

Group "B"

Short Answer Questions: (Attempt any SIX Questions)

[6 × 5=30]

11. Describe the key information included in a Shipper's Letter of Instruction and its importance in cargo handling.
12. Advice the volumetric weight and chargeable weight of a drum (cylindrical object) with diameter of 137.6 cm and height 98.3 cm. Gross weight is 400kgs.
13. Explain the key functions of a cargo warehouse in air cargo operations. Briefly describe cargo acceptance, storage, and dispatch procedures.
14. Explain the different types of freight rates used in air cargo transportation. Discuss each type with suitable examples and mention how airlines determine these rates.
- 15 "Proper storage of consignments is necessary to prevent damage and theft of goods." Explain this statement with reference to store management practices in an air cargo warehouse.

16. Write short notes on: a) Air Cargo Transfer Manifest (TRM) b) Reverse Logistic Management
17. Discuss the role of packaging in ensuring safety during air transport.

Group "C"

Comprehensive Answer Questions: (Attempt any TWO Questions)

[2 × 10=20]

18. What are the differences between General Cargo and Special Cargo? Explain with examples. Also, highlight the handling procedure of Live Animals (AVI) as per IATA regulations.
19. Define International Sales contract. Mention 11 INCOTERMS and describe how INCOTERMS in international air cargo trade highlights the responsibilities of buyers and sellers.
20. How Documentary Credit works in an Air Cargo operation? Briefly explain all the steps involved in the Documentary Credit process.

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BTTM/Fifth Semester / TTM 302: Tourism Economics

Candidates are required to answer all the questions in their own words as far as practicable.

Group "A"

Brief Answer Questions:

[10 × 1 =10]

1. Define leisure and tourism.
2. One of the fundamental economic principles is that people think at margin. What does it mean?
3. Define Demand? List the determinants of demand.
4. Explain shift in the supply curve with diagram.
5. What are factors of production? List their types.
6. What is a market structure?
7. What is the difference between GDP and GNP?
8. List the instruments of monetary policy.
9. Why are quantitative methods important and valuable?
10. List the factors affecting travel and tourism yields and future.

Group "B"

Short Answer Questions: (Attempt any SIX Questions)

[6 × 5=30]

11. Explain the interrelationship between tourism and other sectors of the economy.
12. Explain the level of choices affecting tourism demand.
13. Define supply and supply function? Explain the determinants of supply.
14. What is opportunity cost? Explain the difference between accounting cost and economic cost with the help of a hypothetical tourism sector business example.
15. Explain the different pricing practices in travel and tour business.
16. Explain business cycle with its different phases.
17. What is tourism demand forecasting? Explain the methods of tourism demand forecasting.

Group "C"

Comprehensive Answer Questions: (Attempt any TWO Questions)

[2 × 10=20]

18. What is rural tourism? Explain its drivers and types. What are the factors affecting rural tourism motivation? Explain.
19. Explain price elasticity of demand. Derive its formula. Explain its types with suitable diagrams. Suppose the per night price of a deluxe room in a 3-star hotel at the banks of Begnas lake is Rs. 12,000. The hotel witnesses 900 occupancies every month. Now, due to a boost in tourism and increase in tourist visits, the hotel increases the price of the rooms to Rs 16,000 per night. At the end of the month, the hotel observes that 700 rooms were booked. Calculate the price elasticity of demand and interpret the results.
20. What is regression analysis? Explain the steps in Ordinary Least Squared (OLS) estimation method.

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BTTM/Fifth Semester / TTM 303: Tourism Geography

Candidates are required to answer all the questions in their own words as far as practicable.

Group "A"

Brief Answer Questions:

[10 × 1 =10]

1. What is latitude?
2. What is prime meridian?
3. what is active demand?
4. What is a map?
5. What is weather?
6. What is recreation?
7. Name a mountain range of South America.
8. What is a habitat?
9. What is International Date Line (IDL)?
10. Name the biggest hot desert in the world.

Group "B"

Short Answer Questions: (Attempt any SIX Questions)

[6 × 5=30]

11. What is geography? Briefly explain the different types of geography.
12. Briefly explain the determinants of tourism demand? Also give few suitable examples to justify your answer.
13. Briefly explain the climatic scenario of Europe.
14. Briefly explain the characteristics of different modes of transportation.
15. Briefly explain the importance of map reading in travel and tourism.
16. What is a protected area? Write down the different type of protected areas of Nepal.
17. Briefly explain the biodiversity of Nepal.

Group "C"

Comprehensive Answer Questions: (Attempt any TWO Questions)

[2 × 10=20]

18. Evaluate how the interplay between political instability, physical condition and climate induced extreme weather events influence the tourism scenario of South Asia. Give suitable examples to support your argument.
19. Discuss why knowledge of geography is important in travel and tourism. Give suitable examples to justify your answer.
20. Give an inventory of tourism resources of Mountain region of Nepal. Also explain the major touristic areas of mountain region of Nepal based on 4 As.