

SYBMS SEM IV Tourism Marketing

- a) Define Tourism. Explain its Features
- b) Discuss the types of Tourism.
- c) Discuss the 4 A's of Tourism.
- d) Write a detailed note on India as a tourist Destination

SYBMS SEM IV Foundation Ethics IV

- a) Define ethics. Explain features and importance of ethics.
- b) Define marketing. Explain ethical issues in marketing mix.
- c) Define corporate governance. Enumerate the need of corporate governance in today's economy.
- d) Explain the steps involved in CSR strategy.

SYBMS SEM IV Business Research Methods

- a) Define the concept of Research? Explain the Objective of Research?
- b) Discuss Advantage and Disadvantage of primary Data?
- c) What is the data of processing? Explain the stages/Steps of Data processing
- d) Explain the Types of Reports?