

R6183

Sub. Code

645101

M.B.A. DEGREE EXAMINATION, NOVEMBER – 2021

First Semester

Tourism Management

MANAGEMENT CONCEPTS

(CBCS – 2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(5 × 3 = 15)

Answer **all** questions.

1. What are the functions of management?
2. Define vision and mission.
3. What is span of control? List out the types of spans.
4. Mention the importance of leadership.
5. What are the basic steps involved in the process of controlling?

Part B

(5 × 10 = 50)

Answer **all** questions, choosing either (a) or (b).

6. (a) Explain Fayol's fourteen principles of management.

Or

- (b) Explain the process of MBO, its benefits and limitations.

7. (a) Explain in detail the various types of planning.

Or

(b) Explain the decision making process in detail.

8. (a) Discuss the different types of organization structure.

Or

(b) Explain the importance of delegation and problems in delegation.

9. (a) Explain any two motivation theories of your choice.

Or

(b) What are the various barriers to communication? How will you overcome them?

10. (a) Explain the various control techniques.

Or

(b) Why bench marking is required in an organization? Illustrate the different types of bench marking process. Write down the general procedure for bench marking process.

Part C

(1 × 10 = 10)

Compulsory Question

11. Case Study

Kavery Limited publishes fortnightly magazine titled Kavery. The magazine is published in four regional languages. The company has its own printing press with Mr. M.S. Subramaniam as press manager. He is responsible for the overall working of the press. The press runs on two – shift basis for six days per week and performs all activities related to magazine printing, that

is, starting from typesetting stage to binding stage. For making magazine successful, its timely publication is one of the crucial factors. The press manager has a total employee strength of nearly 300 with six persons at the senior management level who work in the day shift and 25 supervisors and 120 operators for each of two shifts. Each supervisor has 4 to 10 operators directly reporting to him. The number of operators reporting directly to a supervisor varies according to nature of work involved in different sections.

One day, the press manager attended a seminar on management by objectives organized by the local management association and addressed by a consultant on management by objectives. He was highly inspired by the theme of management by objectives and intended to install this system in the press. He was very much sure that he would make performance evaluation of the employees easier and improve their productivity.

Mr. M. S. Subramaniam worked several days on what the output objective of the press would be. After finishing this work, he called a meeting of his senior staff. He gave a written statement containing the objectives of each functional area of the press to senior staff members and requested each member to review the objectives, ask questions for clarification, and then prepare specific operational plans and quotas for his respective departments, supervisors and operators.

Questions

- (a) Is this a workable MBO system? Explain your stand.
- (b) Had you been the press manager, would you have processed to install MBO differently? Why?
- (c) As the press manager, how will you process to define press's objectives?

R6184

Sub. Code

645102

M.B.A. DEGREE EXAMINATION, NOVEMBER – 2021

First Semester

Tourism Management

TOURISM — PRINCIPLES AND PRACTICES

(CBCS – 2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(5 × 3 = 15)

Answer **all** questions.

1. List out the elements of tourism.
2. What is rural tourism, give examples?
3. What is Doxey's Irritation Index?
4. Mention any three tourism schemes of India.
5. Mention the objectives of National Tourism Policy 2015.

Part B

(5 × 10 = 50)

Answer **all** questions, choosing either (a) or (b).

6. (a) Discuss the different motivations of travel.

Or

- (b) Mention the inter-disciplinary relation to tourism.

7. (a) What is MICE stand for? Explain the scope of MICE tourism in India.

Or

- (b) Discuss the importance of medical tourism in India.

8. (a) Explain the Leiper's Model of Tourism System.

Or

- (b) Explain the push and pull factor theory.

9. (a) Discuss how TAAI protects the interest of travel agents in India.

Or

- (b) Write a note on WTTC.

10. (a) Explain the need for planning in tourism.

Or

- (b) Explain the principles of sustainable tourism.

Part C

(1 × 10 = 10)

Case Study – Compulsory question.

11. Pleasure Tourism:

Goa is India's smallest state by area and the fourth smallest by population. Located in West India in the region known as the Konkan, it is bounded by the state of Maharashtra to the north, and by Karnataka to the east and south, while the Arabian Sea forms its western coast. Goa is India's richest state with a GDP per capita two and a half times that of the country as a whole. Panaji is the state's capital, while Vasco da Gama is the largest city. The historic city of Margao still exhibits the cultural influence of the Portuguese, who first landed in the early 16th century as merchants and conquered it soon

thereafter. Goa is a former Portuguese province; the Portuguese overseas territory of Portuguese India existed for about 450 years until it was annexed by India in 1961. Goa features a tropical monsoon climate. Goa, being in the tropical zone and near the Arabian Sea, has a hot and humid climate for most of the year. The month of May is the hottest, seeing day temperatures of over 35°C (95°F) coupled with high humidity.

Tourism is generally focused on the coastal areas of Goa, with decreased tourist activity inland. In 2010, there were more than two million tourists reported to have visited Goa, about 1.2 million of whom were from abroad. Goa has two main tourist seasons: winter and summer. In the winter time, tourists from abroad (mainly Europe) come to Goa to enjoy the climate. In the summertime (which, in Goa, is the rainy season), tourists from across India come to spend the holidays. The famous beaches of Goa are Anjuna, Benaulim, Bogmalo Beach, Calangute, Dona Paula, Miramar, Palolem Beach, Vagator and Varca. 4 Goa's beaches are overcrowded and countryside have seen garbage piling up, with the state failing to put in place an effective garbage disposal mechanism. Beer bottles and potato wafer packets are ubiquitous. Assorted dry waste litters the beach, left behind by irresponsible tourists and locals. Neither the coastal village panchayats nor the tourism department is equipped to safely dispose of the garbage collected by sweepers. A Goa beach village now wants tourists to carry back the garbage they generate while having a ball on the beach. Garbage is one of the most contentious issues facing the tourism department along with overcrowding of its beaches.

Case Study Questions:

- (a) What is the type of tourism that is practiced in Goa?
- (b) In your opinion, has the beach tourism of Goa can be cured from creating pollution?

R6185

Sub. Code

645103

M.B.A DEGREE EXAMINATION, NOVEMBER – 2021

First Semester

Tourism Management

FINANCIAL REPORTING AND ANALYSIS

(CBCS – 2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(5 × 3 = 15)

Answer **all** questions.

1. What are the functions of accounting?
2. What are the limitations of ratio analysis?
3. Explain the importance of funds flow statement.
4. What is meant by Zero - Base Budgeting?
5. Why International Financial Reporting Standards?

Part B

(5 × 10 = 50)

Answer **all** questions, choosing either (a) or (b).

6. (a) Explain the differences between financial and cost accounting.

Or

(b) From the following balances of MM Company, prepare a Trial Balance as on 31 December, 2017.

Particulars	Amount (Rs.)	Particulars	Amount (Rs.)
Capital	25,000	Loans (Cr)	5,000
Plant and Machinery	13,000	Dividend received	2,000
Building	17,000	Receivable	9,650
Wages	2,000	Purchase	18,000
Salaries	8,000	sales	35,000
Trade expenses	1,750	Bank	1,600
Freight and insurance	500	Interest on loan (Dr.)	1,100
Commission paid	100	Discount allowed	1,200
Account payable	3,000	Purchase returns	6,100
Bills payable	4,000	Opening stock	5,000

7. (a) Define financial statement analysis. Explain in what ways such an analysis may benefit managerial personnel, owners and creditors

Or

(b) From the following Balance Sheet, calculate the proprietary ratio:

Balance Sheet as on 31 December, 2016

Liabilities	Amount (Rs.)	Assets	Amount (Rs.)
Equity share capital	2,00,000	Fixed assets	3,00,000
Preference share capital	1,00,000	Current assets	2,00,000
Reserves	60,000	Preliminary expenses	50,000
Debentures	80,000		
Creditors	50,000		
Bills payable	40,000		
Provisions	20,000		
	<u>5,50,000</u>		<u>5,50,000</u>

8. (a) Prepare a Schedule of Working Capital Changes from the following Balance Sheets of MS Ltd.,

	31 st Dcember 2017 Rs.	31 st Dcember 2016 Rs.
Assets:		
Goodwill	10,000	15,000
Cash	80,000	35,000
Debtors	1,15,000	1,20,000
Closing Stock	1,25,000	92,000
Long — term Investments	30,000	26,000
Preliminary Expenses	6,000	8,000
	3,66,000	2,96,000
Liabilities:		
Bills Payable	10,000	5,000
Sundry Creditors	90,000	80,000
Loans (Payable during 2018)	30,000	—
Share Capital	1,60,000	1,40,000
Profit and Loss Account	76,000	71,000
	3,66,000	2,96,000

Or

- (b) Explain the procedure for preparing cash flow statement and discuss its utility.
9. (a) Explain different types of budgets and their uses.

Or

- (b) A company has to select one of the following two projects:

	Project A	Project B
Cost	Rs.11,000	Rs.10,000
Cash inflows:		
Year 1	6,000	1,000
Year 2	2,000	1,000
Year 3	1,000	2,000
Year 4	5,000	10,000

Using the Internal Rate of Return Method suggest which project is preferable.

10. (a) What is meant by accounting standards? State the merits of issuing accounting standards

Or

- (b) What is meant by IFRS? Explain the advantages of using IFRS.

Part C

(1 × 10 = 10)

Compulsory question .

11. From the following ledger balances extracted from the books of Mrs. Agarwal & Bros. Prepare Trading and profit and Loss Account and Balance Sheet.

Particulars	Amount (Rs.)	Particulars	Amount (Rs.)
Capital	1,00,000	Return inwards	10,000
Overdraft	16,800	Discounts (Cr)	1,600
Furniture	10,400	Taxes and insurance	8,000
Business premises	80,000	General expenses	16,000
Creditors	55,200	Salaries	36,000
Opening stock	88,000	Commission allowed	8,800
Debtors	72,000	Carriage on purchases	7,200
Rent from tenants	4,000	Bad debts	3,200
Purchases	4,40,000	Closing stock	80,240
Sales	6,02,000		

R6156

Sub. Code
641104/645104

**M.B.A. (General/ Tourism Management) DEGREE
EXAMINATION, NOVEMBER – 2021**

First Semester

ORGANISATIONAL BEHAVIOUR

**(Common for M.B.A. (General)/
M.B.A. Tourism Management)**

(CBCS – 2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(5 × 3 = 15)

Answer **all** questions.

1. What are the elements of Organisational Behaviour?
2. List out the determinants of perception.
3. Who is an autocratic leader? Give an example.
4. Why do organizational politics emerge?
5. State the factors affecting organizational climate.

Part B

(5 × 10 = 50)

Answer **all** questions, choosing either (a) or (b).

6. (a) How has globalization affected organisations and what is the impact on behaviour of employees?

Or

- (b) Explain the various organizational behaviour models. What are the managerial implications of it?

7. (a) What do you understand by attitude? Discuss the various components of attitude with example.

Or

- (b) What is employee counselling? What are its objectives? How can it help in reducing stress?

8. (a) Explain the process of groups' formation in an organization.

Or

- (b) Discuss the theories of leadership. Give all the essential aspects.

9. (a) What are the contingencies of power and how does it moderate the effectiveness of power? Discuss in detail.

Or

- (b) Discuss the various techniques for managing political behaviour.

10. (a) What are the basic functions of organization culture? Describe the basic element and determinants of organization culture?

Or

- (b) What is OD Intervention? Discuss any two types of Intervention and their significance to the organization.

Part C

(1 × 10 = 10)

Case Study

11. Surviving Plant World's Hard Times.

In ten years, Plant World had grown from a one-person venture into the largest nursery and landscaping business in its area. Its founder, Myta Ong, combined a lifelong interest in plants with a botany degree to provide a unique customer service. Ong had managed the company's growth so that even with twenty

full-time employees working in six to eight crews, the organization culture was still as open, friendly, and personal as it had been when her only “employees” were friends who would volunteer to help her move a heavy tree.

To maintain that atmosphere, Ong involved herself increasingly with people and less with plants as the company grew. With hundreds of customers and scores of jobs at any one time, she could no longer say without hesitation whether she had a dozen arborvitae bushes in stock or when Mrs. Carnack’s estate would need a new load of bark mulch. But she knew when Rose had been up all night with her baby, when Gary was likely to be late because he had driven to see his sick father over the weekend, and how to deal with Ellen when she was depressed because of her boyfriend’s behaviour. She kept track of the birthdays of every employee and even those of their children. She was up every morning by five-thirty arranging schedules so that John could get his son out of day-care at four o’clock and Martina could be back in town for her afternoon high school equivalency classes.

Paying all this attention to employees may have led Ong to make a single bad business decision that almost destroyed the company. She provided extensive landscaping to a new mall on credit, and when the mall never opened and its owners went bankrupt. Plant World found itself in deep trouble. The company had virtually no cash and had to pay off the bills for the mall plants, most of which were not even salvageable.

One Friday, Ong called a meeting with her employees and levelled with them: either they would not get paid for a month or Plant World would fold. The news hit the employees hard. Many counted on the Friday pay check to buy groceries for the week. The local unemployment rate was low, however, and they knew they could find other jobs.

But as they looked around, they wondered whether they could ever find this kind of job. Sure, the pay was not the greatest, but the tears in the eyes of some workers were not over pay or personal hardship; they were for Ong, her dream, and her difficulties. They never thought of her as the boss or called her anything but “Myta.” And leaving the group would not be just a matter of saying good-bye to fellow employees. If Bernice left, the company softball team would lose its best pitcher, and the Sunday game was the height of everyone’s week. Where else would they find people who spent much of the weekend working on the best puns with which to assail one another on Monday morning? At how many offices would everyone show up twenty minutes before starting time just to catch up with friends on other crews? What other boss would really understand when you simply said, “I don’t have a doctor’s appointment. I just need the afternoon off?”

Ong gave her employees the weekend to think over their decision: whether to take their pay and look for another job or to dig into their savings and go on working. Knowing it would be hard for them to quit, she told them they did not have to face her on Monday; if they did not show up, and she would send them their checks. But when she arrived at seven-forty Monday morning, she found the entire group already there, ready to work even harder to pull the company through. They were even trying to top one another with puns about being “mall-contents”.

Case Questions

- (a) How would you describe the organization culture at Plant World?
- (b) How large can such a company get before it needs to change its culture and structure?

R6157

Sub. Code

**641105/
645105**

**M.B.A. (General/Tourism Management) DEGREE
EXAMINATION, NOVEMBER – 2021**

First Semester

Management/Tourism Management

MANAGERIAL ECONOMICS

**(Common for M.B.A. (General)/M.B.A. Tourism
Management)**

(CBCS – 2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(5 × 3 = 15)

Answer **all** questions.

1. Define managerial economics. List out the three nature of managerial economics.
2. Write a short note on elasticity of demand.
3. What is cost reduction? List out the three benefits.
4. Define skimming price. Give the best two example of skimming price.
5. Write a short note on business cycle.

Part B

(5 × 10 = 50)

Answer **all** questions, choosing either (a) or (b).

6. (a) What do you mean by business decisions? Explain the different types of business decisions.

Or

- (b) Describe the economic theory and Differentiate economic theory and managerial economics.

7. (a) Elucidate the types and determinants of demand.

Or

(b) Briefly discuss the significance and measure the supply.

8. (a) Explicate the Cost control and Cost reduction.

Or

(b) What is production functions? Discuss the Homogeneous and Homothetic production functions.

9. (a) Write a short notes on

(i) Monopoly

(ii) Duopoly

(iii) Monopolistic Competition

(iv) Perfect Competition.

Or

(b) What is risk? Discuss the risk and return relationship in the competitive market.

10. (a) Explicate the utility for business decision making.

Or

(b) What do you mean by inflation? How does it affect economic growth and employment?

Part C

(1 × 10 = 10)

Compulsory (Case study)

11. Gagan Pvt. Ltd. was established in 1995. The company started manufacturing of Water Geyser with a brand name of 'Ganga'. During initial 10 years, the company made good profits. But, its profits gradually declined due

to competition from national brands. The promoters of the company had a committed team of workers who were constantly working on Research and Development. Finally, they came out in the year 2006, with an innovative product, named Maha Ganga which runs even at very low voltage and consumes less electricity. Thus, the company is monopoly manufacturer of 'Maha Ganga'. The company is currently supplying its products in geographically separated markets of Karnataka and Tamil Nadu. The company is currently charging the same price in Karnataka and Tamil Nadu. The Chief Economist of the company has informed the top management that price elasticity of demand at currently-charged price is 3 in Karnataka and 5 in Tamil Nadu. The top management is planning to charge two different prices in Karnataka and Tamil Nadu. In order to make more profits.

Questions:

- (a) Will it be possible for the company to charge two different prices in Karnataka and Tamil Nadu? If yes, under what conditions? Explain.
- (b) Will it be profitable for the company to charge two different prices in Karnataka and Tamil Nadu? - Explain.
- (c) Given the volume of total production, supply will be transferred from Karnataka to Tamil Nadu or from Tamil Nadu to Karnataka. Why?

(Assume that transport cost for supplying the product in Karnataka and Tamil Nadu is the same for the company).

R6186

Sub. Code

645106

M.B.A. DEGREE EXAMINATION, NOVEMBER – 2021

First Semester

Tourism Management

TOURISM AND HOSPITALITY LAW

(CBCS – 2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(5 × 3 = 15)

Answer **all** questions.

1. What do you mean by Quasi contract?
2. What are the essentials of a valid pledge?
3. What is bill of exchange?
4. What does the Carriage by Road Act, 2007 mean?
5. Define 'Articles of Association'.

Part B

(5 × 10 = 50)

Answer **all** questions, choosing either (a) or (b).

6. (a) Define Contract. What are the essentials of a valid contract?

Or

- (b) How will you classify contract. Explain.

7. (a) Discuss any five rights of a Bailee.

Or

(b) Who is an agent? What are different kinds of agents?

8. (a) What is a contract of sale of goods? Discuss the essential characteristics of a contract of sale of goods?

Or

(b) Explain the doctrine of 'caveat emptor'. Discuss the cases in which the rule of caveat emptor does not apply.

9. (a) Give an overview of 'The Carriage of Air Act 1972.

Or

(b) List out the important provisions contained in the Railways Act, 1989.

10. (a) Write short notes (any two):

- (i) Role of Board of Director
- (ii) Types of Meetings
- (iii) Minutes and Resolutions
- (iv) Memorandum of Association.

Or

(b) Explain in detail the salient features of the Companies Act 2013.

Case Study – Compulsory question.

11. Tort law

In January 2015, a Kamloops woman sued Sun Peaks Resort Corporation after breaking her leg on the resort’s tubing terrain. The incident took place in 2013.

In court documents, Pamela Boileau said she visited the resort with her husband and two young children to use the tube park, where, she claimed, no signs were posted restricting the age of children allowed to use the facility. She then took a ride with her husband and their baby.

According to her filing, “the ride was very fast and bumpy and the tubes went high on the berm and then hit a big bump and the plaintiffs infant daughter went flying out of her tube” (Petriuk, 2015). In order to help her daughter, Boileau stopped the tube she was riding in abruptly and broke her leg in multiple places.

According to Boileau, the next day the resort erected signage prohibiting children under four years of age from using the tubing park. She sued for general damages, special damages and interest, and money for past and future health care. The lawsuit named Sun Peaks Resort Corporation and four employees in the claim.

Based on this description of the claim, as circulated in the media, answer the following questions to the best of your ability:

- (a) What evidence is there that staff at the resort had engaged in the four stages of risk identification? For each stage, note what the resort could have done differently.

- (b) What were the real, perceived, and inherent risks of using the tube park? How would these be different for an adult participating in tubing and a small child?
- (c) What is your personal feeling about who is responsible for the injury in this case? How does that differ from what the law has to say?
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R6187

Sub. Code

645107

M.B.A. DEGREE EXAMINATION, NOVEMBER – 2021

First Semester

Tourism Management

TOURISM RESOURCES OF INDIA

(CBCS – 2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(5 × 3 = 15)

Answer **all** questions.

1. Write about any two special features of Indus Valley civilization.
2. Name the five K's that every Sikh must always possess.
3. What are the four distinctive features of Indo-Islamic architecture?
4. What are Mughal paintings, give examples?
5. What are Museums, give examples?

Part B

(5 × 10 = 50)

Answer **all** questions, choosing either (a) or (b).

6. (a) Write short note on 'cultural erosion' and inheritance of loss of Indian culture.

Or

- (b) Explain with example the term 'cultural heritage'.

7. (a) Write an essay on Buddhist circuit in India.

Or

(b) Discuss the pilgrimage destinations of Hinduism.

8. (a) Write the significance and places of importance of AYUSH.

Or

(b) "Dance and Music are the keys of Live Entertainment in Indian Tourism". Comment.

9. (a) Describe the significance of World Heritage Monuments in Tourism.

Or

(b) Write an Essay on Tamil Nadu Cuisine.

10. (a) Discuss the role of heritage hotels in tourism developments.

Or

(b) Differentiate between art gallery and an art museum.

Part C

(1 × 10 = 10)

Case Study Compulsory

11. Golden Triangle of India:

Golden triangle is one of the most popular tourist circuits of India which includes Agra, Delhi and Jaipur. It is called as triangle because all these three cities are situated more or less from the same distance. These cities are well connected by rail, air and bus. Delhi – the capital of India and erstwhile the capital of great Mughals is divided into two parts such as old Delhi and New Delhi. New Delhi the cosmopolitan city of India is the hub of

entertainment and shopping. The most famous monuments are India Gate, Red Fort, Jama Masjid, Chandni Chowk, Qutub Minar, Jantar-Mantar, Laxmi Narayan Temple, Akshardham Temple, Bahai Temple etc. Agra is the medieval city of India situated on the banks of river Yamuna was founded by the Sultan Sikandar Lodi is globally acclaimed for the marvelous architecture of its world famous monuments and the UNESCO world heritage sites such as Agra fort, Fatehpur Sikri and Taj Mahal. Jaipur is the picturesque capital of Rajasthan is also called as the pink city in India. The beautiful architecture, rich ethnicity, marvelous heritage hotels and the colourful fairs and festivals are the major tourist attractions of this place.

Case Study Questions:

- (a) Identify the various tourist spots of golden triangle.
- (b) In your opinion, what all could be the basic reasons for major tourist attractions of this place.
- (c) Suggest such places of Geographical importance in your state that can be promoted as tourism destination.

R6158

Sub. Code

**641301/
645301**

M.B.A. DEGREE EXAMINATION, NOVEMBER-2021

Third Semester

Management/Tourism Management

STRATEGIC MANAGEMENT

**(Common for M.B.A. (General)/M.B.A. Tourism
Management)**

(CBCS – 2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(5 × 3 = 15)

Answer **all** questions.

1. Explain the meaning and importance of strategy.
2. How SWOT analysis is different from ETOP analysis?
3. Explain Hofer's product- market matrix.
4. What are core competencies of an organization?
5. Distinguish between Strategic control and operational control.

Part B

(5 × 10 = 50)

Answer **all** questions, choosing either (a) or (b).

6. (a) Elaborate strategic planning process and its importance with suitable illustration.

Or

- (b) "Strategic management is essential for Indian business". – Discuss

7. (a) Explicate porter's five forces industry analysis with suitable illustration.

Or

- (b) Elucidate Survival strategies adopted by businesses during COVID-19 lockdown with an example.

8. (a) Explain business level Strategies with respect to Differentiation, low cost and focus. According to you what are benefits and risk factor.

Or

- (b) Discover the role of core competence while framing the competitive strategies.

9. (a) Give a detailed account of strategy implementation in multinational business environment.

Or

- (b) The BCG matrix aids the company in deciding which product or units to either keep, sell or invest more. Do you agree? Discuss.

10. (a) What are the four perspectives of a balanced scorecard? How can a Balanced Scorecard help an organization?

Or

- (b) Strategic control is related to that aspect of strategic management through which an organization ensures whether it is achieving its objectives contemplated in the strategic action. Justify.

Part C

(1 × 10 = 10)

Compulsory Question

11. Facebook Inc. will invest \$5.7 billion to pick up 9.99% stake in the digital business of Reliance Industries Ltd. The investment from Facebook values the Jio Platform close to \$60 billion. What synergies the combined business will generate that propelled Facebook to pay this hefty amount? Make a comment in detail.

Discuss the costs and risks involved in this strategic alliance.

R6188

Sub. Code

645302

M.B.A. DEGREE EXAMINATION, NOVEMBER – 2021

Third Semester

Tourism Management

ECO - TOURISM

(CBCS – 2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(5 × 3 = 15)

Answer **all** questions.

1. What is ecosystem?
2. Define ecotourism.
3. What is sustainable ecotourism?
4. List any three ecotourism places in India.
5. What are the functions of UNWTO?

Part B

(5 × 10 = 50)

Answer **all** questions choosing either (a) or (b).

6. (a) Explain the need for biodiversity conservation.

Or

- (b) What are the objectives and principles of ecological footprint? Elaborate.

7. (a) What are the trends, functions, and impacts of ecotourism? Describe in detail

Or

- (b) Discuss the Qubec declaration 2002 on ecotourism.

8. (a) Explain the salient features of ecotourism planning in India.

Or

- (b) Explain the guidelines for good ecotourism programming.

9. (a) Discuss the benefits of community participation from ecotourism projects.

Or

- (b) What types of ecotourism activities in Rann of Kutch can be promoted.

10. (a) Discuss the roles of WWF in the promotion of ecotourism.

Or

- (b) Discuss the roles and functions of the Ministry of Forest and Environment Government of India for the promotion of ecotourism.

Part C

(1 × 10 = 10)

Compulsory.

11. Case study

Honey Hills — Thenmala Eco-Tourism, Kerala

India's first planned ecotourism destination, Thenmala in Kollam District, Kerala is majestically set in the midst of evergreen forests in the lap of the Western Ghats and hosts a wide range of adventure and leisure activities for all kinds of travelers. Its growing popularity among both domestic and international tourists is due to its unique vistas, bio-diversity and functioning. There are three zones, namely Culture Zone, Leisure Zone and Adventure Zone. In the Culture Zone, tourists can enjoy the Musical

Dancing Fountain, taste Kerala's local cuisine at the restaurant and shop for mementos. The Leisure Zone has a Sculpture Garden and a sway bridge, while the Adventure Zone offers a host of adventure activities including mountain biking, rock climbing and river crossing. Apart from these, there are many other attractions like Palaruvi falls, deer park, children's park, battery vehicle trips and many others.

Questions:

- (a) What are the marketing strategies you will use to highlight the main attractions of ecotourism in Thenmala?
- (b) How to increase both domestic and international tourists to visit the ecotourism in Thenmala?

R6189

Sub. Code

645303

M.B.A. DEGREE EXAMINATION, NOVEMBER – 2021

Third Semester

Tourism Management

DESTINATION PLANNING AND MANAGEMENT

(CBCS – 2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(5 × 3 = 15)

Answer **all** questions.

1. Define the term destination management.
2. What is market analysis?
3. What is destination marketing mix?
4. What is sustainable tourism development?
5. Define waste management.

Part B

(5 × 10 = 50)

Answer **all** questions choosing either (a) or (b).

6. (a) Explain the elements of tourism destination.

Or

- (b) Discuss about the factors influencing the destination management and the stakeholders responsible for destination management.

7. (a) Explain the different stages for tourism planning. How development is associated with tourism planning?

Or

- (b) Explain the various methods of assessing environmental impacts and suggest methods for controlling negative impacts.

8. (a) Explain why local community members create resistance and how can they extend their supports for effective destination management.

Or

- (b) Explain destination branding perspectives and its challenges.

9. (a) Explain the basic principles of sustainable tourism.

Or

- (b) Explain sustainable tourism development policy with examples.

10. (a) Explain the emerging trends in destination management.

Or

- (b) Discuss the need for waste management to promote tourism.

Part C

(1 × 10 = 10)

Compulsory question.

11. Case study

Muruga temple is one of the ancient temples for Lord Karthikeya, suited on a hill in Tamil Nadu. Every year this temple receives scores of pilgrims. Along the crowds, the temple authorities also noticed environmental issues. On the sides of the temple, one finds increasing dumps of plastic and other indestructible rubbish. Added to that is use of plastic in every shop. When crowds come in, there are a number of hawkers who have set up shop. These shops have also resulted in growth in local tribal settlements neat the temple. Added to this is disposal of excess food that is prepared everyday to feed the pilgrims. On the whole, the entire environment is showing signs of degradation, which if neglected will result in a spoiled eco system. The temple management is looking to rectify this situation using green management practices. If you are to help the temple management, what practices do you suggest to ensure a good eco system in and around the temple?

R6190

Sub. Code

645304

M.B.A. DEGREE EXAMINATION, NOVEMBER – 2021

Third Semester

Tourism Management

TOURISM FRENCH

(CBCS – 2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Section A

(5 × 3 = 15)

Répondez à toutes les questions suivantes.

1. Dans les hôtels français, que demande-t-on au client comme garantie lors de l'enregistrement?
2. En France où est-ce qu'on peut obtenir le meilleur taux de change pour les devises étrangères?
3. Qu'est-ce que les hôtels français doivent afficher d'après la loi?
4. Est-ce que les hôtels traditionnels sont équipés de système de climatisation ? Que font les nouveaux établissements?
5. De quoi est-ce que les français se plaignent beaucoup?

Section B

(5 × 10 = 50)

Répondez à toutes les questions en choisissant (a) ou (b).

6. (a) Jouez la situation suivante:

L'employé demande au client de remplir une fiche. Le client remplit la fiche et la rend. L'employé demande au client de signer. Le client signe et rend la fiche. Le client demande le numéro de chambre. L'employé indique le numéro de chambre et remet la clé. Il dit qu'il appelle un porteur et souhaite un bon séjour.

Ou

- (b) Construisez des phrases:

Ex: remplir, cette fiche > Est-ce que vous pouvez remplir cette fiche, s'il vous plait?

- (i) signer, ici
 - (ii) écrire, votre adresse
 - (iii) signer, l'addition
 - (iv) noter, le nom de ce musée
 - (v) compléter, la fiche
7. (a) Reconstituez les phrases:
- (i) aider / je / vous / est-ce que / peux
 - (ii) voulez rester / vous / nuits / est-ce que / combien de

- (iii) des suites / il / seulement / reste
- (iv) est / chambre / le prix / quel / d'une
- (v) peu / je / un / français / parle

Ou

(b) Construisez des dialogues:

Ex: monsieur, une chambre pour deux personnes

– Bonjour monsieur. Est-ce que je peux vous aider?

– Oui, je voudrais une chambre pour deux personnes.

(i) madame, une voiture pour l'aéroport

(ii) monsieur, 2 billets pour le récital

(iii) madame, une enveloppe pour une carte postale

(iv) messieurs-dames, un guide pour visiter les temples

(v) monsieur, un souvenir pour ma famille

8. (a) Complétez les phrases avec les mots et les expressions qui conviennent:

(i) Je désire une chambre _____ une personne.

(ii) Je parle _____ français.

(iii) _____ nuits est-ce que vous voulez _____?

- (iv) Il reste _____ des voitures non climatisées.
- (v) Est-ce que je peux _____ ?

Ou

- (b) Faites un dialogue:

Le client salue et dit qu'il a réservé. L'employé salue et demande son nom. L'employé fait patienter le client et vérifie la durée du séjour. Le client confirme et dit qu'il n'aime ni le bruit ni la chaleur. L'employé attribue une chambre au client.

9. (a) Construisez des dialogues:

Ex: monsieur, une suite, deux nuits

- Bonsoir monsieur
- Je voudrais une suite pour deux nuits.
- (i) madame, un bungalow, cinq nuits
- (ii) monsieur, un interprète, une semaine
- (iii) monsieur, une voiture, deux jours
- (iv) madame, une chambre simple, six nuits
- (v) monsieur, un autorickshaw, trois heures

Ou

- (b) Jouez la scène:

L'employé salue. Le client salue et dit qu'il a une réservation. L'employé demande à quel nom. Le client donne son nom. L'employé demande comment s'écrit le nom. Le client épèle son nom. L'employé confirme l'existence de la réservation et souhaite la bienvenue.

10. (a) Construisez des dialogues:
- Ex: madame, réservation
- Bonjour madame, j'ai votre réservation.
 - Merci.
 - A votre service.
- (i) monsieur, numéro de téléphone
- (ii) madame Petit, confirmation
- (iii) monsieur Baud, billet
- (iv) madame, passeport
- (v) monsieur-dames, programme

Ou

- (b) Construisez des dialogues:
- Ex : nuits, rester, 5
- Combien de nuits est-ce que vous voulez rester?
 - cinq
- (i) dollars, changer, 1000
- (ii) places, réserver, 3
- (iii) jours, passer à Darjeeling, 4
- (iv) repas piquenique, commander, 6
- (v) mangues, acheter, 10

Section C

(1 × 10 = 10)

Répondez à la question suivante.

11. Imaginez le dialogue:

Le client salue et demande si l'employé parle français. L'employé salue, répond affirmativement et propose son aide. Le client demande s'il y a une chambre double.

L'employé demande si le client a réservé. Le client répond par la négative. L'employé indique qu'il reste seulement des chambres supérieures côté rue et demande combien de temps le client veut rester. Le client répond qu'il veut rester deux nuits et demande le prix des chambres. L'employé donne le prix et vante le confort des chambres. Le client dit qu'il est d'accord pour une chambre.

R6191

Sub. Code

645501

M.B.A. DEGREE EXAMINATION, NOVEMBER – 2021

Third Semester

Tourism Management

**TOURIST BEHAVIOUR AND CROSS CULTURAL
MANAGEMENT**

(CBCS – 2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(5 × 3 = 15)

Answer **all** questions.

1. What is tourist behaviour?
2. Mention the five stage Mathieson and Wall model of travel buying behaviour.
3. What is Allocentric and Psychocentric?
4. Why is consumer behaviour important in marketing?
5. What are cross-cultural comparisons, give examples?

Part B

(5 × 10 = 50)

Answer **all** questions, choosing either (a) or (b).

6. (a) Discuss the benefits and limitations of globalisation in tourism.

Or

- (b) Give the summary and descriptions of the Nicosia model of tourist behaviour.

7. (a) Discuss the possible motivators and determinants of tourist behaviour.

Or

- (b) Write an essay on cultural theories and practices.

8. (a) Discuss the main ways of segmenting the market in tourism sector.

Or

- (b) Write short notes on Cohen's typologies of tourist behaviour.

9. (a) Critically evaluate the SERVQUAL technique in tourist satisfaction.

Or

- (b) Discuss the 4 P's of marketing mix with examples.

10. (a) Explain the major sources of cultural differences.

Or

- (b) Write short notes on Doxey's Irridex "Irritation Index".

Part C

(1 × 10 = 10)

Case Study — Compulsory Question.

11. IRCTC and the Dynamics of Marketing Rail Tourism

Indian Railway Catering and Tourism Corporation (IRCTC) was instrumental in introducing and promoting rail tourism in the country. A dynamic marketing strategy in association with public and private agencies, tour operators, transporters, hoteliers, GSA's and local tour agents has been developed by IRCTC to give shape to rail tourism. IRCTC is a company wholly owned by the Ministry of Railways, Govt. of India. IRCTC presently

has a mix of proprietary and monopolistic business lines that are clearly linked to Indian Railways and offers IRCTC access to different markets as well as business lines. For instance, IRCTC exclusive access from Indian Railways for food and beverage services encompassing trains and railway stations and is the only recognized entity for offering online ticketing services. But in other business lines such as hospitality and tourism, IRCTC is facing stiff competition from other players. The mission of IRCTC is to serve customer delight in travel, tourism, and hospitality by subscribing to the best global practices and technological know-how. The tourism products and services offered by IRCTC are value-added packages, special coaches, charter trains, budget hotels, and car rentals. The corporation has set up food plazas with private partnerships. Apart from manufacturing packaged drinking water (Rail Neer) for Indian Railway passengers, IRCTC manages the Departmental Catering Units taken over from Indian Railways. IRCTC also manages on board catering services and static catering units on the Indian Railway network through licensed operations. The services of IRCTC also consist of operating special charter coaches and promotion of value-added tours and other tourist trains. IRCTC has set up an all India Call Centre — “dial 139”. The Internet ticketing program handled by IRCTC is an extended marketing arm of Indian Railways.

On September 9, 2004 IRCTC introduced reservation services through mobile phones. This service is available for all GPRS and CDMA subscribers in India. By using SMS Rail 139 service customers can avail services like PNR enquiry, fare enquiry, trains’ running time, accommodation availability, etc. The Bharat Darshan Tourist Train Village on Wheels is a brand-new venture organized by IRCTC to lend a helping hand to the budget travelers to discover their motherland. The itinerary of this tourist train includes destinations of cultural, historical, and religious interests. IRCTC has established a joint venture with the premier travel company Cox &

Kings for managing the 'Maharaja Express', a luxury tourist train which stands out as a synonym of the Royal Indian. The Mahaparinirvan Express (Buddhist Circuit Special Train) was awarded National Tourism Award of Excellence by the Ministry of Tourism in 2009. IRCTC offers charter services on a number of scenic mountain railway routes including Darjeeling Himalayan Railway. There are different types of marketing tools for promoting and selling rail tour packages. For marketing tours packages, IRCTC integrates many mediums to advertise events, including social networking websites, internet banners, commercials, and the travel section of print media. The prominent marketing initiatives of IRCTC include E-Mailers (IRCTC is having three sites which are www.irctc.com, www.irctc.co.in and www.railtourismindia.com). Irctc.co.in is the biggest e-commerce site in the whole of Asia.

IRCTC participates in travel marts and exhibitions. It is to the credit of IRCTC that they successfully manage exclusive and inimitable products such as Bharat Darshan, and Fairy Queen Express. Rail tourism is a novel concept and needs robust marketing strategies. The marketing dynamics of tourism can be used by IRCTC to have good leverage for its operations.

Questions:

- (a) What are the strengths of IRCTC?
- (b) Critically evaluate the gap between services offered by IRCTC and the passengers/tourists' expectations.
- (c) Discuss how IRCTC can enhance its services marketing functions.

R6192

Sub. Code

645502

M.B.A. DEGREE EXAMINATION, NOVEMBER – 2021

Third Semester

Tourism Management

EVENT PLANNING AND MANAGEMENT

(CBCS – 2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(5 × 3 = 15)

Answer **all** questions.

1. What are the components of MICE?
2. What do you mean by event planning?
3. Define risk management.
4. List the objectives of Event Marketing.
5. What is PPL?

Part B

(5 × 10 = 50)

Answer **all** questions choosing either (a) or (b).

6. (a) How are events classified? Explain.

Or

- (b) Explain the role of ICPB for the development of event management.

7. (a) What is event budgeting? List the Do's and Don'ts of budgeting.

Or

- (b) 'Solution One' is an Event Management Company. It wants to organise an 'Auto Expo' in Delhi. As an Event Manager in Solution One Co., how will you plan this event?

8. (a) Explain the Various ways of event Marketing.

Or

- (b) "Weddings form a major part of the overall events industry." Elaborate on this aspect using examples, and also explain the significance of destination weddings.

9. (a) Explain the different types of risks in event management.

Or

- (b) "Post-event follow up is an important duty of an Event Manager" Justify it with suitable examples.

10. (a) Write about any two laws pertaining to Event Management.

Or

- (b) Write short notes on PPL and IPRS.

Part C

(1 × 10 = 10)

Compulsory.

11. Case study

As an introduction to an academic awards ceremony in the town hall, you have been asked to organize a performance by contemporary or indigenous dancers. Unfortunately, the Town Hall is a large space, with limitations in terms of lighting effects. There will also be a significant difference between the requirements of the performance and the requirements of the awards presentation, which is a formal, traditional daytime event. Investigate the option for props and drapes, and or create a model of the stage setup for dance production. Remember that the set will have to be easily removed or somehow integrated with the awards presentation.

Questions:

- (a) What are the aims of this event?
- (b) Explain the characteristics of this events.
- (c) Planning and organization is the key element that determines the success of an event. Discuss.
