

R6874

Sub. Code

645201

M.B.A. DEGREE EXAMINATION, APRIL – 2022

Second Semester

Tourism Management

BUSINESS RESEARCH METHODOLOGY

(CBCS – 2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(5 × 3 = 15)

Answer **all** questions.

1. What is descriptive research?
2. What is sampling error?
3. Explain observation method of data collection.
4. What is standard deviation?
5. Explain the procedure of chi square test.

Part B

(5 × 10 = 50)

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

6. (a) Write in detail about the factors affecting business research.

Or

- (b) What is hypothesis? Explain its types and how it is formulated?

7. (a) What is sample size? How it can be arrived? Explain the factors that influence the determination of sample size.

Or

- (b) Explain the different probability sampling techniques.

8. (a) What is questionnaire? Explain the questionnaire construction procedure.

Or

- (b) Explain the different scaling techniques.

9. (a) Write a note on Measures of dispersion with examples.

Or

- (b) Write a note on Measures of relationship with examples.

10. (a) Explain any two non - parametric tests with situations.

Or

- (b) Explain the contents and features of a research report.

Part C

(1 × 10 = 10)

Compulsory question.

11. ABC is a place of rich heritage and religious with many temple marvels of different attraction. But for many reasons, there is very poor people strength to attract this situation. As a researcher, propose a research design and frame the questionnaire to convert this place into an attractive spot in the future. Support your answers with the subject of study.
-

R6875

Sub. Code

645202

M.B.A. DEGREE EXAMINATION, APRIL – 2022

Second Semester

Tourism Management

GLOBAL TOURISM GEOGRAPHY

(CBCS – 2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(5 × 3 = 15)

Answer **all** questions.

1. Write a note on Drainage system in influencing tourism business.
2. What is the relevance of climate of a place in tourism?
3. Write a note on GMT variation and its influence in tourism.
4. Explain the necessity of water transport in promoting tourism.
5. Explain the climatic marvels of Madagascar.

Part B

(5 × 10 = 50)

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

6. (a) Explain the different climatic conditions that favour European tourism.

Or

- (b) Which country in Asia has efficient drainage system? How it has promoted the tourism?

7. (a) “Is climatic condition play a role in promoting tourism” — Discuss with examples.

Or

- (b) Mention and explain some of the Asian mountain regions which are promoted for tourism.

8. (a) What is International Date Line? Explain its relevance in map reading and tourism.

Or

- (b) What is GIS? Explain its application in influencing tourism business.

9. (a) What is IATA? How its mechanics influence tourism business? Is it necessary to have the IATA classification?

Or

- (b) Explain the features of International Inland and Ocean transport networks.

10. (a) Narrate some of the plans proposed by the government of Italy in promoting tourism.

Or

- (b) Explain the promotional strategies adopted by Brazil in promoting their tourism.

Part C

(1 × 10 = 10)

Compulsory question.

11. Roads and transport are said to be one of the major factors which influences the tourism industry. As a tourism advisor of a TamilNadu state, what plans you can propose to alter the situation to increase the Tourism sector? Your answers must correlate with the subject concepts and mention the areas of tourism which will develop from your proposal.
-

R6876

Sub. Code

645203

M.B.A. DEGREE EXAMINATION, APRIL – 2022

Second Semester

Tourism Management

TOURISM STRATEGIC MARKETING

(CBCS – 2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(5 × 3 = 15)

Answer **all** questions.

1. Define consumer behavior.
2. What is branding?
3. What is personal selling?
4. List out the characteristics of service.
5. Identify any four challenges in hospitality marketing.

Part B

(5 × 10 = 50)

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

6. (a) Define market research, How does travel research help the marketing process?

Or

- (b) Explain the steps involved in buyer decision process in tourism.

7. (a) Choose a hotel of your choice in India and formulate suitable positioning strategy, Explain sales promotion assists in positioning.

Or

- (b) Explain the new product development process in tourism industry.

8. (a) What are the types of advertising used by public and private tourism companies in India? Explain.

Or

- (b) Discuss the role of travel agents in marketing hospitality services.

9. (a) Discuss the need of 'Creativity and Team Building' in Tourism development.

Or

- (b) Explain the factors influencing the growth of services marketing.

10. (a) Give a brief account on the various dimensions of SERVQUAL.

Or

- (b) Recall your experiences of staying in a particular hotel more than once. Did the "Heterogeneity of Service", each time you visited, affect your satisfaction levels? Would you recommend some practical tips for standardisation?

Part C

(1 × 10 = 10)

Compulsory Question.

11. Case Study

IRCTC tourism's Regional Office, Bhopal has planned to organize one special tour "Bharat Darshan" package which is one of the most affordable all inclusive tour packages, covering the important religious and leisure destinations by the Bharat Darshan special tourist train. Under this package, traveller will be able to visit places such as Rameshwaram, Madurai, Kanniyakumari and Trivendrum. The package tariff will have standard category which will charge Rs. 9,450 for sleeper class train per person. The meal plan includes breakfast, lunch and dinner (only pure vegetarian). Also the IRCTC will provide hall accommodation at places of night stay / morning freshening up, tourist buses for visiting sightseeing spots, tour escorts for announcements and information, security arrangements for each coach (without arms) and an IRCTC official on train as Train Superintendent.

Question:

Suggest some suitable marketing strategy for The India Railway Catering and Tourism Corporation.

R6877

Sub. Code

645204

M.B.A. DEGREE EXAMINATION, APRIL – 2022

Second Semester

Tourism Management

HUMAN RESOURCE MANAGEMENT

(CBCS – 2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(5 × 3 = 15)

Answer **all** questions.

1. What are the qualities that a HR manager should possess in order to perform his job effectively?
2. What is meant by human resource planning?
3. Explain the need for employee training.
4. What are the types of reward?
5. Name a few common grievances in the work place.

Part B

(5 × 10 = 50)

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

6. (a) What are the challenges of HRM in the global environment?

Or

- (b) Suppose you have been appointed as the HR manager of a newly established organization with more than 1500 employees of different categories. Outline the policies you would put in place and give your rationale for each.

7. (a) Describe the techniques and problems of job analysis.

Or

- (b) Discuss the steps involved in recruitment process? How will you reconcile the internal and external sources of recruitment?

8. (a) Explain the functions of human resource development.

Or

- (b) Assume that you are the HR manager of a reputed automobile company. You have been asked to design training and development session for newly recruited mechanical engineers. How would you design the training programme? Explain in brief the techniques and methods that you would use.

9. (a) How is the compensation plan of an employee derived? What are the internal and external factors that play a role in determining pay?

Or

- (b) What are the factors deciding compensation of employee? Explain in detail.

10. (a) What are the sources of grievances? Explain the grievance handling procedure.

Or

- (b) Who are eligible for bonus under the Payment of Bonus act, 1965? Is there any time limit for payment of bonus under the Act?

Compulsory Question.**11. Case Study.****BSNL Mass Retirement Scheme 2019**

More than 78,000 employees of BSNL retire under the Voluntary Retirement Scheme (VRS), in one of the largest retirement drives in the country. Reducing the number of employees is one way for the cash-strapped PSU to find a way out of a financial crisis. At the time the VRS was announced, BSNL had approximately 1,53,200 employees. Anybody over the age of 50 could opt for the scheme. Compensation was calculated at most 125 per cent of 40 months' salary. More than Rs 70,000 crores will be disbursed for the employees. Rs 17,169 crores will be allotted as ex gratia for the retirees. Rs 12,678 crores will be disbursed as pension allotment. The amount of ex-gratia for any eligible employee will be equal to 35 days' salary for each completed year of service and 25 days' salary for every year of service left until superannuation. Almost 78,500 employees—half of the workforce—have opted for the VRS. "This is as per our target. We were expecting reduction of 82,000 headcount. Besides VRS applicants, around 6,000 employees also retired," BSNL Chairman and Managing Director P.K. Purwar had earlier told. There would be around 85,000 employees left after the retirement drive. BSNL expects that the annual salary expenses will decrease from 2,272 crores to 500 crores. Even though a large number of engineers have retired via VRS, BSNL is adamant that the quality of its services will not be affected. Land phone, broadband services will be bettered and repair works will be allotted on a contract basis.

Write your views and suggestions.

R6878

Sub. Code

645205

M.B.A. DEGREE EXAMINATION, APRIL – 2022

Second Semester

Tourism Management

TRAVEL AGENCY AND TOUR OPERATIONS

(CBCS – 2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(5 × 3 = 15)

Answer **all** questions.

1. What is passport? What are its types?
2. What do you mean by Fiscal and Non-fiscal incentives available to travel businesses?
3. What is Itinerary? Mention the main difference between round trip and circle trip.
4. What are the various sources of incomes for tour operation?
5. Write the functions of TAAI.

Part B

(5 × 10 = 50)

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

6. (a) Differentiate between travel agency and tour operator.

Or

- (b) Write an essay on travel agency linkages.

7. (a) Write a brief note on the IATA rules and regulations for approval of a travel agency.

Or

- (b) Explain pledge for honorable or responsible or sustainable tourism practices by tour operators as per the Govt. of India.

8. (a) Discuss the functions of a travel agency.

Or

- (b) What is a package tour? How are they significant from both the supplier and customer perspectives?

9. (a) Discuss the role and functions of IATO.

Or

- (b) Draw the organisation structure of a large travel agency and discuss its various departments.

10. (a) Prepare a 7 days itinerary for a group of 15 people visiting Pilgrimage destinations of Tamil Nadu.

Or

- (b) Explain the travel documents for international travel.

Part C (1 × 10 = 10)

Case Study – Compulsory Question

11. Zero Commission and Diversification of Revenue generation

Traditionally, travel agents used to depend largely on the ticket sales for the bulk of share of total revenue. With airlines selling tickets directly to travellers through multiple e-ticketing platforms, travel agents do not have

any choice and they are out from their dominant business haven. This direct sales method is a global trend resulting from the need for airlines to maximize revenues or minimize loss while keeping costs down. As such 236 majority of airlines are facing the challenge of breakeven and other issues leading to the closure of the companies. For example, Kingfisher airlines shut down the services abruptly in 2011 due to the heavy losses. International and domestic airlines used to offer 8 and 5 per cent commission on a ticket sold to travel agents respectively. However, it was gradually reduced to one percent and it is now zero percent due to overheads cost. It is observed that several airline sites even offer reduced costs and extra incentives for customers ordering tickets online.

Zero percent commission and ticket booking through website is one of the 47 recommendations of Prof.Dholakia Committee Report on the cost cutting in Air India. The Ministry of Civil Aviation has accepted all these recommendations The Zero Commission policy on ticket sales adopted by almost all airlines has forced the travel agencies to switch over to the new streams of revenue along with new services.

- To reduce their reliance on airline commission payments, travel agencies are resorting to the following strategic options to sustain and survive in the business.
- Streamlining operations and controlling staff costs whilst ensuring the customer feels as little impact as possible.
- Expanding or moving into the leisure business where commissions on non-air products remain high (cruise & hotel)
- Specializing in geographic areas or becoming niche players for specific leisure products (e.g. destination weddings, student travel, group travel and cruises only)

- Establishing a service fee driven business model

Diversification is a form of growth strategy. Growth strategies involve a significant increase in performance objectives (usually sales or market share) beyond past levels of performance. Diversification strategies are used to expand firms' operations by adding markets, products, services or stages of production to the existing business. Many organizations pursue one or more types of growth strategies.

- Coffee shops
- SMS marketing
- MICE
- Foreign exchange
- Courier service
- Film Ticket booking.

Travel agencies are now adopting the E-business revenue models, Digital Content Revenue Model, Advertising-supported Revenue Model and Fee-for-Transaction Revenue Model.

Questions:

- (a) What triggered the airlines to stop paying usual commissions when travel agents still play dominant role in the airline markets?
- (b) What are the diversified sources of revenue for travel agents now?
- (c) What are the business strategies of travel agents to overcome this zero commission challenge?

R6879

Sub. Code

645206

M.B.A. DEGREE EXAMINATION, APRIL 2022

Second Semester

Tourism Management

TOURISM PRODUCTS AND SERVICES

(CBCS – 2019 onwards)

Time : Three Hours

Maximum : 75 Marks

Part A

(5 × 3 = 15)

Answer **all** questions.

1. What do you mean by cultural tourism?
2. What are called Backwaters, give examples?
3. What do you mean by Tourism Circuits?
4. Mention any three supplementary accommodations.
5. Which organization declares a site of special cultural or physical significance as a World Heritage Site? Name the World Heritage Sites of Tamil Nadu.

Part B

(5 × 10 = 50)

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

6. (a) Write the characteristics of a tourism product.

Or

- (b) Write an essay on cultural heritage of India.

7. (a) Write about the beach tourism of India.

Or

(b) Explain about any two Wildlife Sanctuaries in India.

8. (a) Write an essay on Religious circuits of India.

Or

(b) Discuss the pilgrimage destinations of Buddhism.

9. (a) What do you understand by Adventure Tourism? Discuss the major adventure tourism activities in India.

Or

(b) Write the role of supplementary accommodation in promotion of tourism in India.

10. (a) Write an essay on eco-tourism destinations in Tamil Nadu.

Or

(b) Elaborate the role of Festivals for the development of tourism in India.

Part C

(1 × 10 = 10)

Case Study – Compulsory Question

11. Indian Rural Tourism Product – It is a unique visitor experience?

In India, the success of tourism sector lies in its potential to change the lives of the rural poor, its strengths in generating employment, particularly in the rural regions, and its commitment towards harnessing the economic

muscle for the betterment of disadvantaged. In thrust for pro poor, community based tourism, several schemes have been initiated. It was also been earmarked that tourism as a priority sector so it can maximise productivity of India's natural, human, cultural and technical resources.

Questions:

- (a) Can Rural Tourism in India be made more attractive? How?
- (b) Suggest ways and means to promote Rural Tourism Products in India.

R6880

Sub. Code

645401

M.B.A. DEGREE EXAMINATION, APRIL 2022

Fourth Semester

Tourism Management

HOTEL ADMINISTRATION

(CBCS – 2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(5 × 3 = 15)

Answer **all** questions.

1. Define hotel. Give any two examples for resort hotel.
(2+1=3)
2. What are the four major types of guest complaints?
Which is most common, give examples? (1+2=3)
3. What are public areas in a hotel? Why is their cleaning
and maintenance being important? (1+2=3)
4. What are the types of meal plans?
5. What are the benefits of revenue management? Expand
RevPAR. (2+1=3)

Part B

(5 × 10 = 50)

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

6. (a) What are the major departments in a hotel? Explain
the importance of each department. (3+7=10)

Or

- (b) Discuss the following accommodation:
- (i) Conventional
 - (ii) Supplementary
 - (iii) Customized (3+3+4=10)

7. (a) How does proper cancellation of a reservation benefit the hotel? How can hotels make cancellations as easy as possible for guests?(5+5=10)

Or

- (b) Give hierarchy of the Front Office department of a five-star hotel. List ten duties of Front Office Supervisor. (5+5=10)

8. (a) List all the tasks that the Executive Housekeeper needs to do for an upcoming property opening in three months.

Or

- (b) Discuss functions for which Housekeeping department co-ordinates with:

- (i) Front Office
- (ii) Maintenance
- (iii) Food and Beverage (4+3+3=10)

9. (a) Define menu. List factors to be considered for planning a good menu. Explain each factor in brief. (2+3+5=10)

Or

- (b) What are the duties and responsibilities of Food and Beverage Manager of a 5-star hotel? (5+5=10)

10. (a) “Employment in hotel industry is not so lucrative in terms of compensation”. Critically analyze the statement.

Or

- (b) Explain the importance of sales and marketing in hospitality industry.

Part C

(1 × 10 = 10)

Case Study – Compulsory question

11. Ishikawa Tours

Ishikawa Tours of Japan has booked 45 twin rooms, plus one single room for the tour guide, on a room-only basis. This is the first time that our hotel has accommodated this tour group, and the hotel wants everything to go well with them.

The hotel has 200 rooms, all with en-suite bathrooms, tea-making and coffee-making facilities, mini-bars, and in-house ‘pay’ movies. The hotel also has a 70-seater restaurant and a 100-seater coffee shop where breakfast is usually served. The hotel also has a series of function rooms capable of seating 20-500 persons.

The group will make its own way to the hotel by road and is expected to arrive at approximately 13:00. The group rates of the hotel apply to the twin rooms, and the tour guide is given a room free of charge. The tour is scheduled to leave at 07:00 in the morning, and will be having breakfast on departure.

The tour will be staying for three nights. They will want an Asian-style buffet breakfast each morning, and a tour dinner on the third night. Ishikawa tours will be paying for all accommodation, and the breakfasts, and the dinner on the final night – all on a master account. However, all other expenses are the guest’s own responsibility.

Case Study Questions:

- (a) List the steps that need to be taken by the front office manager to ensure that the Ishikawa tour group is handled efficiently and courteously. What needs to be done prior to arrival, on arrival, and on departure?
- (b) State the other departments (in the room division, and in the hotel in general), that need to be informed, and why?

R6881

Sub. Code

645402

M.B.A. DEGREE EXAMINATION, APRIL – 2022.

Fourth Semester

Tourism Management

TRAVEL MEDIA AND PUBLIC RELATION

(CBCS – 2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(5 × 3 = 15)

Answer **all** questions.

1. What do you understand by Writing for Tourism?
2. What is Webcast and how does it work? (1½ + 1½ = 3)
3. Give the difference between Journey Pieces and Activity Pieces. (1½ + 1½ = 3)
4. Write five tools of Public Relations.
5. What is travel journalism?

Part B

(5 × 10 = 50)

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

6. (a) Discuss the types of travel writing.

Or

- (b) Write an essay on anthologies.

7. (a) Discuss the role of electronic media in documenting of travel destinations.

Or

- (b) What do you understand by Blog writing in detail also discuss new trends of blog writing in detail?
(5+5= 10)

8. (a) Discuss the recent trends in tourism and travel media with appropriate examples.

Or

- (b) Explain the following terms: (5 × 2 = 10)
- (i) Journey Pieces
 - (ii) Activity Pieces
 - (iii) Special Interest Pieces
 - (iv) Side trips
 - (v) Own travel experiences

9. (a) Explain in detail the function of the following tools of PR:

- (i) Exhibition
- (ii) Annual Report
- (iii) Field Visit. (3+3+4 = 10)

Or

- (b) What is Publicity? How Publicity is different from Public Relations? Describe the role of media in event promotion.
(2+3+5 = 10)

10. (a) Discuss the management of innovations in travel journalism.

Or

- (b) Discuss the functions of public relations department.

Part C

(1 × 10 = 10)

Case study – Compulsory question

11. Information and Communication Technology (ICT) in Tourism

The contemporary information revolution has made tourism a highly information intensive industry as ICT has a powerful impact on tourism business. ICT has provided new tools and enabled new distribution channels such as GDS, thus creating a new business environment. ICT tools and procedures have facilitated business transactions in tourism industry by networking with trade partners, distribution of services, new service development, and disseminating information to tourists across the globe. Furthermore, tourists are also using online portals to obtain information and plan their tour. ICT pervades almost all aspects of tourism business. Right from exploration and development of tourism destinations to the use of Geospatial information Technologies, in the recent years ICT is applied in various forms in tourism industry.

The role of ICT tools in the industry for marketing, operations, and management of tourism is widely acknowledged. Tourism marketing techniques can be made more innovative by using ICT tools.

Technological progress in the recent decades has made tourism enterprises across the world more innovative than ever before. The main innovations which have re-defined the facets of world tourism industry are:

- (a) Computerized Reservation system
- (b) Global Distribution System
- (c) The Internet
- (d) Global Positioning System

There is a need for a well-structured information system or intelligent system technologies in tourism industry to facilitate the access of tourist information. The present status of ICT system has certain limitations.

For example, accessing information through Internet and World Wide Web is an intelligent means of gathering information. But the information is highly fragmented. There is ample scope for developing search engines for tourism.

Wireless is likely to be the best 'in-thing' in the history of technology. Wi-Fi connectivity is now opted by many hospitality ventures. Its application in tourism industry is likely to increase in future. Smart mobile services shall continue to be an important channel of information and distribution of tourism services for both service providers and customers.

However, it is found that developing countries are unable to adopt ICT despite the competitive advantages of such applications. It is a fact that rural tourism can be furthered a great deal by subscribing to ICT applications.

It is essential to build a user-friendly model for rural tourism, keeping in mind the ICT tools, cultural policy, state and region. Moreover, the use of ICT in tourism can have significant impacts on the management and development of heritage sites.

ICT can open up new prospects for cultural tourism policies through the convergence of resources' preservation and development. ICT tools are providing new means for analysing the information for tourism industry.

Questions (3+3+4 = 10)

- (i) Discuss the ICT tools which can be used for tourism development.
- (ii) Examine the positive impacts of ICT application in tourism.
- (iii) Elucidate on the challenges of ICT when it is used for tourism promotion.

R6882

Sub. Code

645403

M.B.A. DEGREE EXAMINATION, APRIL – 2022.

Fourth Semester

Tourism Management

**TOURISM BUSINESS INNOVATIONS AND
ENTREPRENEURSHIP IN TOURISM**

(CBCS – 2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(5 × 3 = 15)

Answer **all** questions.

1. Mention any five current trends in tourism.
2. List any three factors that affect the tourism growth.
3. What do you mean by prefeasibility study?
4. What is meant by venture capital?
5. What do you mean by organizational framework in tourism business?

Part B

(5 × 10 = 50)

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

6. (a) Explain about the various skills and knowledge that a person should have tourism trade.

Or

- (b) Narrate in detail about different opportunities in tourism industry.

7. (a) Elaborate about the State government industrial policies and regulation for tourism.

Or

- (b) Enumerate the different types of tourism and explain any two in detail.

8. (a) How will you evaluate the criteria for tourism industry? Explain.

Or

- (b) Write the procedure to start a tourism business.

9. (a) Distinguish between finance management and Human resource management relating with tourism.

Or

- (b) How the impact of tourism has been attracted towards the tourists? Explain.

10. (a) Explain the rehabilitation of sick business unit in tourism industry.

Or

- (b) Enumerate the various components tourism business.

Part C

(1 × 10 = 10)

Case Study – Compulsory Question

11. Economic growth of Entrepreneurs

Analyzing the entrepreneurship in the tourism sector, certain peculiarities of the following phenomenon have been noticed. The very entrepreneurs often do not reveal any great interest in economic benefits from their activities. They frequently carry out their activities

possessing very small human resources. However, despite such peculiarities, entrepreneurs' activities are viable and greatly contribute to communities, resorts and regions, which are dependent on tourism business, economic growth and maintenance of social structure.

Questions:

- (a) How entrepreneurs can develop the economic level of their family and as well as their business?
- (b) Write merits and demerits of entrepreneurs in tourism sectors.

R6883

Sub. Code

645510

M.B.A. DEGREE EXAMINATION, APRIL – 2022

Fourth Semester

Tourism Management

CUSTOMER RELATIONSHIP MANAGEMENT

(CBCS – 2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(5 × 3 = 15)

Answer **all** the questions.

1. Define CRM.
2. What is customer loyalty?
3. What is known as feedback?
4. What is CRM value chain?
5. What are the indicators for customer retention?

Part B

(5 × 10 = 50)

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

6. (a) Explain the elements of CRM and schools of thoughts on CRM.

Or

- (b) Explain the Five Gap Model and its implications.

7. (a) Elaborate on the concepts of building relationship with individual and team organisation.

Or

- (b) Explain the mechanism of feedback and the value of feedback.

8. (a) Discuss the 4 step process in dealing irritable customers.

Or

- (b) Give the sources of customer value and write the importance of valuing customer.

9. (a) Enumerate the strategies for customer development.

Or

- (b) Bring out the IT application in CRM and explain the CRM soft wares.

10. (a) Enumerate the CRM practices on organization using 15 Parameters.

Or

- (b) Discuss about the importance of grooming and dressing at work Place.

Part C (1 × 10 = 10)

Case study – Compulsory questions.

11. From the early 1980s an alternative approach to marketing theory and practice was gaining power, namely relationship marketing. The term itself can be traced back to the service marketing literature, though arguably it can be said to have originated in industrial marketing. In the scope of industrial marketing this shift

from traditional marketing towards relationship marketing are occurring and several scholars are claiming that this is a paradigm shift in marketing. As already stated, the change of the business environment and the evolution of marketing to adapt to these changes has led to that the way companies organize themselves has switched from product-based to customer-based structures. A key driver of the change is the advent of Customer Relationship Management — CRM, which underpinned by information systems convergence and the development of supporting software, promises to significantly improve the implementation of relationship marketing principles.

In order to more efficiently manage customer relationships, CRM focuses on effectively turning information into intelligent business knowledge. This information can come from anywhere inside or outside the firm and this requires successful integration of multiple databases and technologies such as the Internet, call centers, sales force automation, and data warehouses.

Case study Questions :

- (a) What is traditional Marketing?
- (b) Write the development sources of CRM in maintaining the market.

R6884

Sub. Code

645516

M.B.A. DEGREE EXAMINATION, APRIL – 2022

Fourth Semester

Tourism Management

ALLIED HOSPITALITY SERVICES

(CBCS – 2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(5 × 3 = 15)

Answer **all** questions.

1. What is cyclic menu? How it is followed?
2. What is surface transport catering?
3. What are diet menus? Give examples.
4. What is galley? How it is planned?
5. What is out door Catering?

Part B

(5 × 10 = 50)

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

6. (a) Bring out the importance of food costing for industrial catering.

Or

- (b) Explain the salient features of menu planning in industrial catering.

7. (a) Explain the points to be considered while compiling menus for transport catering.

Or

- (b) Explain the problem and suggestive measures to overcome the problems in transport catering units.

8. (a) What are diet menus? Write the role of dietician in planning diet menus.

Or

- (b) How the nutritive value of menu plays a role in hospital catering units?

9. (a) Elaborate on compiling of menus for cruise liners.

Or

- (b) Give the meaning and salient features of institutional catering units.

10. (a) Explain the organizing procedure for outdoor catering.

Or

- (b) Explain the factors to be considered in planning outdoor catering.

Part C

(1 × 10 = 10)

Case Study – Compulsory question

11. The recent rapid growth of the tourism and hospitality industries raises a question about the quantity and quality of the workforce needed in these sectors. In the tourism/hospitality industry, where most services are delivered directly by employees, competitive advantage is primarily attained through people (employees, who are perceived as an integral component of tourism experience. This creates challenges for an industry

suffering from high rates of staff turnover, especially of young employees who leave their jobs after graduation, choosing other career paths.

Questions:

- (a) Elaborate on the current scenario of employees in Hospitality Services in Transport catering.
 - (b) Discuss the methods adopted by employees in hospitality service in Industrial catering.
-