

R7392

Sub. Code

641301/

645301

**M.B.A. ((General)/Tourism Management) DEGREE
EXAMINATION, NOVEMBER – 2022**

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. How do tactics different from Strategy?
2. What is the significance of SWOT analysis in strategy?
3. Elucidate Marketing strategy with example.
4. Explain BCG growth- share matrix.
5. What are the techniques of Strategic control?

Part B

(5 × 10 = 50)

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

6. (a) Success of the company would depend on right strategic planning? Do you agree? Comment.

Or

- (b) Describe the process of implementing a strategy.

7. (a) Success of a strategy depends on right environmental analysis. Do you agree? Comment.

Or

- (b) Internal analysis of the firm is absolutely essential to determine the organizational strength and weakness make a comment and Discuss in detail SWOT matrix with illustrations.

8. (a) Elaborate porter's generic strategies with suitable illustration.

Or

- (b) Identify the core competence of Google Company and explore how it leverages it to gain competitive advantage.

9. (a) What is GE business screen matrix? How does it help multi Business Corporation to evaluate business portfolios and prioritize investment.

Or

- (b) Discuss in detail steps and problems in strategy implementation with illustration.

10. (a) What is stake holder analysis? Discuss in detail, purpose, steps and barriers?

Or

- (b) What is a Balanced Scorecard? How it is used in performance metric to identify and improve various internal business functions and their resulting external outcomes.

Part C

(1 × 10 = 10)

Compulsory Question

11. Wal-Mart, the largest e-commerce giant acquired a controlling stake of 77% in Flipkart (India's largest e-commerce company by market share) by investing \$16 Billion, will this deal will help Flipkart leverage Walmart's omni-channel retail expertise and general supply chain knowledge. Make a comment in detail.
- (a) How would you characterize the business model of Wal-Mart?
- (b) Identify the capabilities of Flipkart
- (c) What synergies the combined business will generate? Discuss in detail.

R7415

Sub. Code

645302

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

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 do you mean by ecological foot prints?
2. Define mass tourism. What are the effects of mass tourism?
3. Write a note on responsible ecotourism.
4. What are the benefits of community participation in ecotourism projects?
5. How does UNDP work?

Part B

(5 × 10 = 50)

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

6. (a) Discuss in detail the importance of ecology and the environment in the development of tourism.

Or

- (b) Describe the causes of pollution. How is it harmful to our environment?

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

Or

- (b) Discuss the Qubec Declaration 2002 on Ecotourism.

8. (a) Explain the National Tourism Policy's significant contribution to the development of ecotourism in India.

Or

- (b) As an Eco – friendly tourist, how would you conduct yourself during your travel? Explain in detail.

9. (a) What are the issues and challenges of ecotourism? Explain in detail.

Or

- (b) What is wild life tourism? Explain the features of any five national parks of India.

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

Or

- (b) What are the initiatives taken by the ATREE for the preservation of the environment? Elaborate.

Part C (1 × 10 = 10)

Compulsory question

11. Case Study:

New Eco-tourism

Eight new eco-tourism locations have been identified by the Andhra Pradesh Tourism Development Corporation (APTDC) in collaboration with the Andhra Pradesh Forest Department. These locations are Maredumilli (East Godavari District), Nelapattu (Nellore District), Mamandur, Talakona, Nanniyal (Chittoor District),

Balapalli (Kadapa District). Ettipotala (Guntur District), and Kambala Konda. The following describes the operational model used in these projects: Nature hikes, wildlife tours, and rainforest accommodations are frequently included in eco-tourism projects. Local forest protection groups will offer lodging, transportation, informational services, safety and food. Through local forest officials, the Andhra Pradesh Forest Department will assist in the maintenance of eco-camps and provide infrastructure for Community Forest Management (CFM). Tourists and APTDC will take care of the transportation to and from the location.

Questions:

- (a) What are the marketing strategies you will recommend to the Andhra Pradesh Tourism Development Corporation (APTDC)?
- (b) How to promote Andhra Pradesh's new ecotourism on social networks?
- (c) How do attract both domestic and international eco-travelers to visit the new ecotourism destinations in Andhra Pradesh?

R7416

Sub. Code

645303

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

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. What is tourism destination?
2. What is resource analysis?
3. What is leadership?
4. How to educate employees about sustainable practices?
5. Define environmental management.

Part B

(5 × 10 = 50)

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

6. (a) Explain the characteristics of tourism destinations.

Or

- (b) What is destination management organization?
How DMO works?

7. (a) Explain the various factors affecting the planning process.

Or

- (b) Explain the stages in destination planning.

8. (a) What is tourist destination? List and explain top ten tourist destinations in India.

Or

- (b) Explain the role of information and communication technologies in tourism industry.

9. (a) Briefly discuss about the sustainable tourism development.

Or

- (b) Explain the major environmental laws of India.

10. (a) Define water conservation. Explain the methods of conserving water.

Or

- (b) Explain the history of space tourism. List out any three space tourism companies name.

Part C

(1 × 10 = 10)

Compulsory question

11. Case Study:

In the Western part of Tamil Nadu in India, the Kaveri River tumbles over rocks to create Hogenakal Falls. Sometimes called the “Niagara Falls of India”. Hogenakal Falls is dwarfed in size and strength by the Niagara, but it offers an impressive view nonetheless, The Kaveri in one of the largest rivers in India. It stretches some 500 miles across the states of Karnataka and Tamil Nadu. The Hogenakal Falls are formed where the river cuts through the rocky terrain on the border between two

states. The falls are made up of a number of individual waterfalls, which range from about 15 feet to 65 feet tall. At Hogenakal the water spreads for miles around and on these waters cruising on country made dinghies (PARISAL) is possible. Parisal ride will give an enthralling experience. Surrounding by hills at various heights. Hogenakal offers the visitors a different ambience and refreshing relaxations. One could also take bath in the falls. Oil massaging by local people is a different experience. As the river flows throughout the year Hogenakal can be visited all days through the year. Eventually, the river flattens out to sandy banks, and flows to fill the Stanley Reservoir via Mettur Dam. Carbonatite, a type of igneous rock, forms the basis of the falls. The carbonatite rocks found at Hogenakkal are some of the oldest of their kind in South Asia, and maybe the world.

Case Study Questions:

- (a) How do you promote the Hogenakkal Falls as the best tourism destination to generate more revenue for the local community?
- (b) Prepare a plan for better management of the Hogenakkal Falls destination.

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645304

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

Third Semester

Tourism Management

TOURISM FRENCH

(CBCS – 2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(5 × 3 = 15)

Répondez á toutes les questions suivantes.

1. Dans quelles régions Se trouvent la plupart des hôtels français?
2. Traduisez en anglais: Est-ce que vous parlez français?
Est-ce que je peux vous aider?
Est-ce que vous avez une réservation?
3. Est-ce que les Français aiment la climatisation ?
4. Où est-ce que les Français prennent leurs vacances?
5. Comment peut-on classer les visiteurs français en Inde?

Part B

(5 × 10 = 50)

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

6. (a) Jouez la situation suivante:

L'employé salue un groupe de touristes, donne son nom, dit que M.Paul est le guide du groupe. Il souhaite la bienvenue dans la ville, le région et le pays. Les touristes remercient l'employé et discutent avec le guide.

OU

- (b) Construisez des phrases:

Ex: il, Siddiq, un chauffeur, Mysore.

-Il s'appelle Siddiq. Il est chauffeur. Il est de Mysore.

- (i) je, Shankar, un étudiant, Bhopal
- (ii) elle, Priya, une secrétaire, Lucknow
- (iii) je, Raman, un guide, Cochin
- (iv) il, Paul Marchand, un ingénieur, Lyon
- (v) je, Parbinder, un maître d'hôtel, Ahmedabad

7. (a) Construisez des dialogues:

Ex : un gopuram

-Est-ce-que c'est un gopuram?

-Oui, c'est exact.

- (i) votre passeport
- (ii) votre appareil photo

- (iii) votre clé
- (iv) notre hôtel
- (v) une statue de Shiva

OU

(b) Construisez des dialogues:

Ex: une voiture, monsieur

-Est-ce que ma voiture est ici?

-Oui, monsieur. Elle est là.

- (i) un chauffeur, madame
- (ii) un guide, madame
- (iii) un taxi, mademoiselle
- (iv) une veste, monsieur
- (v) un interprète, madame

8. (a) Complétez les phrases avec les verbes *vouloir*, *avoir*, *être* à la forme qui convient:

- (i) Est-ce que vous _____ une réservation?
- (ii) On _____ une chambre calme.
- (iii) C' _____ exact.
- (iv) J' _____ une réservation.
- (v) La chambre _____ climatisée.

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) Complétez le dialogue avec les mots qui conviennent:
- (i) Bonsoir. Nous *avons* / *voudrions* une réservation.
 - (ii) Bonsoir, monsieur. *Quel nom!* / *A quel nom* s'il vous plaît.
 - (iii) Bernard ... On *voudrait* / *a une* chambre calme.
 - (iv) Bien, monsieur. Vous *êtes* / *avez* la chambre numéro 3.
 - (v) Est-ce qu'elle est *climatisée* / *conditionnée*?

OU

- (b) Reconstituez les deux dialogues:
- (i) C'est exact.
 - (ii) Bonsoir, madame.
 - (iii) OK
 - (iv) J'ai une réservation.
 - (v) Bonsoir
 - (vi) J'ai une chambre simple, côté jardin
 - (vii) Non.
 - (viii) Bonjour, madame.
 - (ix) Je voudrais une chambre pour une nuit.
 - (x) A quel nom, s'il vous plaît?
 - (xi) Bonjour.
 - (xii) Yvonne Leroi.
 - (xiii) Une chambre simple pour une nuit?
 - (xiv) Est-ce que vous avez une réservation?

10. (a) Construisez des dialogues:

Ex: une galette

-C'est une galette..

(i) un temple très ancien

(ii) un collier de mariage

(iii) un bateau

(iv) un passeport

(v) une voiture

OU

(b) Construisez des dialogues:

Ex : une chambre, 3500 roupies, plus les taxes

-Quel est le prix d'une chambre?

-3500 roupies, plus les taxes

(i) un billet Mumbai / Bangalore, 4200 roupies

(ii) une excursion à Kanya Kumari, 600 roupies,
avec les repas

(iii) une voiture pour une heure, 200 roupies, plus
l'essence

(iv) une chambre dans un hôtel 3 étoiles à Paris,
200 Euros

(v) un ticket de bus en France, 10 Euros

Part C

(1 × 10 = 10)

Répondez à la question suivante.

11. Imaginez le dialogue

Le client demande à l'employé s'il parle français. L'employé répond affirmativement et propose son aide. Le client dit qu'il veut changer des euros en travellers cheques. L'employé demande le montant. Le client donne le montant. L'employé demande le client de signer les cheques. Le client signe les chèques et les donne. L'employé demande le passeport et le client donne son passeport. L'employé demande de signer le reçu, remet l'argent, le reçu et le passeport et remercie.

R7418

Sub. Code

645501

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

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. Write the concept of tourist behaviour.
2. What do you mean by acculturation and give examples?
3. What is demographic segmentation, give examples?
4. How a tour guide can affect a tourist?
5. What do you mean by the term 'Demonstration Effect' in tourism?

Part B

(5 × 10 = 50)

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

6. (a) Discuss the advantage and disadvantages of globalisation for the nations involved in globalisation.

Or

- (b) Explain the factors affecting tourist behaviour.

7. (a) How will you classify motivations in tourism?

Or

(b) Elaborate the impact of tourism on culture.

8. (a) Write short notes on the global pattern of tourism demand.

Or

(b) What do you understand by Institutionalized and Non-institutionalized types of tourist?

9. (a) Discuss the suggestion that quality means high price.

Or

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

10. (a) Identify the major cultural differences and similarities among Asian countries.

Or

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

Part C

(1 × 10 = 10)

Case study – Compulsory Question.

11. The Raintree Hotels: Facets of Service Quality and Customer Satisfaction.

The Raintree Hotels located in Chennai is a premier brand promoted as eco-sensitive business hotels. The Raintree is a neo-concept in hospitality business which stands out for innovation and social sensitivity. This brand caters to both business and leisure travelers and is located in the central business district. Their commitment to conservation efforts is indeed laudable as

the hotel strives to conserve natural resources and create awareness on the importance of sustainable development along with re-defining the meaning of eco-friendly travel. They believe in reduce, reuse, recycle, and repair – the 4R's connected with managing and maintaining the environment. Understandings, Customer Needs The style of management of Raintree ensures enhancement of guests' experience. Service quality delivery is performed by setting new standards. It is located at the hub of business, auto, and manufacturing activities. The guest rooms and suites possess luxurious, modern look and feature gym access, an all-inclusive business centre, and state-of-the-art restaurants and bars for casual business meetings. Moreover, they have health spa services and meeting and banquet facilities for up to 1000 guests. Some of the selected rooms have jacuzzi tubs and bamboo wood flooring that create a lush ambience.

Customer Defined Standards Raintree has created a niche image by offering personalised service and sophisticated facilities. For business travelers, reliable and high-speed internet and all- inclusive business center are set-up in the Raintree. The well-designed banquet halls are equipped with excellent technology and individually tailored to suit the needs of corporate and business travelers. The business centre at the hotel offers meeting facilities and modern secretarial service.

Service Performance Raintree provides exquisite rooftop restaurants, bars, and continental dining that serve multi-cuisine delicacies. The employees are well trained and committed to spread the eco-sensitive philosophy, raise awareness about saving energy and water and advocate for environmental responsibility. This is performed without compromising on the customer experience. The Raintree strikes a balance between luxury and conservation. A glance through the guest reviews suggests that the service at Raintree is top class and all staff members are amazingly welcoming and friendly. The personal touch and caring attitude make

many customers feel at home. To top it all, what touched many guests was the supreme professionalism in service delivery.

Questions :

- (a) Bring out the initiatives of the Raintree to ensure customer satisfaction.
 - (b) Elucidate on the dimensions of service quality in the Raintree hotel.
 - (c) Describe customer defined standards with respect to the Raintree.
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R7419

Sub. Code

645502

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

Third Semester

Tourism Management

EVENT PLANNING AND MANAGEMENT

(CBCS – 2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(5 × 3 = 15)

Answer **all** the questions.

1. Write about any three Characteristics of events, give examples.
2. What do you mean by event planning? List the benefits of event planning.
3. What is sponsorship in events? What are its types?
4. What are the risks associated with events?
5. Why is PPL license is required?

Part B

(5 × 10 = 50)

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

6. (a) Discuss the categories of events based on their size in the event industry. Cite examples wherever necessary.

Or

- (b) Discuss in detail the role and contribution of ICPB in promoting MICE tourism in India.

7. (a) Write a note on budgeting in event management.

Or

(b) What are the essential steps involved in planning a successful event.

8. (a) Write short notes on :

(i) Types of Media $(2\frac{1}{2})$

(ii) PR in Event Management $(2\frac{1}{2})$

(iii) Road shows $(2\frac{1}{2})$

(iv) e-marketing $(2\frac{1}{2})$

Or

(b) "India is an emerging event management destination." Explain.

9. (a) Discuss event risk management process in detail.

Or

(b) Discuss the different types of risks in event management. How will you manage the risk?

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

Or

(b) Differentiate between PPL and IPRS.

Part C $(1 \times 10 = 10)$

Compulsory

11. A group of university students decided to hold a rock concert in the mountains in June and advertised the concert on the Internet. Three bands attended the three-

day concert, and there was twenty-four-hour music. One young girl described the entire situation as living hell, although why she stayed is unfathomable. “The dance area was in a valley and to get a drink of water you had to climb a steep hill. Even then, the water was dirty and brown. The restrooms were so far away that nobody bothered to use them. The music pounded all night and the floor in the cabin we were in vibrated so you couldn’t sleep. My friend got sick and there was no medical help. The organizers didn’t have a clue. They just wanted to make a fast buck”.

Questions :

- (a) What are some of the things that have gone wrong, at similar events? (2 $\frac{1}{2}$)
 - (b) List three ways in which the organisers were negligent. (2 $\frac{1}{2}$)
 - (c) List three ways in which the event could have been improved. (2 $\frac{1}{2}$)
 - (d) This event was described to the authorities as a cultural festival. Do you think it belongs in that category? (2 $\frac{1}{2}$)
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