

R7766

Sub. Code

645101

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

First Semester

Tourism Management

**MANAGEMENT CONCEPTS AND ORGANIZATIONAL
BEHAVIOUR**

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Which among the following is called the first rule of management?
(a) Planning (b) Delegation
(c) Controlling (d) Organizing
2. Who is considered as the father of modern management?
(a) F.W. Taylor (b) Elton Mayo
(c) Henry Fayol (d) Chester Bernar
3. Which of the following is the most common type of departmentalization?
(a) Process Departmentalization
(b) Market Departmentalization
(c) Function Departmentalization
(d) Geography Departmentalization

4. An individual's capacity to influence decisions.
- (a) Power
 - (b) Span of control
 - (c) Line authority
 - (d) Staff authority
5. Which among the following is not an approach of Organizational Behaviour?
- (a) Human resources approach
 - (b) Marketing approach
 - (c) Contingency approach
 - (d) Systems approach
6. The relatively stable patterns in the thinking, feeling and behaviour a person.
- (a) Leadership
 - (b) Personality
 - (c) Direction
 - (d) Behaviour
7. According to Kohlberg which level of morality is determined by social norms explicitly agreed upon by a group of people.
- (a) Conventional Level
 - (b) Post Conventional Level
 - (c) Pre-Conventional Level
 - (d) Conservational level
8. _____ is the beginning stage of group formation.
- (a) Storming
 - (b) Norming
 - (c) Forming
 - (d) Performing
9. The influence of a ratter's general impression on ratings of specific rate qualities.
- (a) Motivation
 - (b) Halo Effect
 - (c) Functional conflict
 - (d) None of these

10. Which type of leader gives complete freedom to the subordinates?
- (a) Autocratic Leader
 - (b) Democratic leader
 - (c) Authoritarian Leader
 - (d) Laissez Faire Leader

Part B

(5 × 5 = 25)

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

Each answer should not exceed one page or **250** words.

11. (a) Write down the concept of management.
- Or
- (b) State the significance of management in hospitality industry.
12. (a) What are the factors that determine the span of control? Explain.
- Or
- (b) Point out the common reasons for the failure of delegation.
13. (a) What are the factors influencing organizational change? Explain.
- Or
- (b) Explain the various components of learning process.
14. (a) 'Motivation affect individual behaviour and performance' – Explain.
- Or
- (b) Write down the concepts of cognitive and social learning with suitable example.

15. (a) Why is 'the adjourning phase' a critical phase in the formation of a group? Explain.

Or

- (b) Who is an Authoritarian Leader? When should authoritarian leadership be applied?

Part C (5 × 8 = 40)

Answer any **five** questions.

Each answer should not exceed two pages.

16. Evaluate the challenges and opportunities for organizational behaviour practitioners in modern organizations.
17. Point out the relevance of Fayol's principles in managing an organization.
18. Analyse the role of delegation of authority in the controlling process of management.
19. Explain the importance and scope of organizational behaviour.
20. Describe the various learning theories in individual behaviour with relevant example.
21. Evaluate the impact and consequences of stress on individual behaviour.
22. "Reinforcement theory of learning is at the root of behaviour modification," Comment your answer on this statement.
23. Discuss the various causes conflict in an organization? Suggest some measures to manage this conflict effectively.

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645102

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

First Semester

Tourism Management

TOURISM – PRINCIPLES AND PRACTICES

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. _____ tourism is related to business travel.
(a) Adventure (b) Farm
(c) MICE (d) Ethnic
2. Which of the following is used as push marketing strategy in tourism.
(a) Social media (b) Advertisement
(c) Sales promotion (d) Trade show promotion
3. _____ is commonly known as the first global trade route in history.
(a) Goldan triangle (b) Silk Road
(c) Mount Road (d) None of the above
4. UNWTO was established in
(a) 1946 (b) 1972
(c) 1900 (d) 1999

5. TAAI refers to
- (a) Travel Agency Association of Indonesia
 - (b) Travel Agency Association of India
 - (c) Travel Agents Association of India
 - (d) Tour Agents Association of Indonesia
6. IRCTC is related to _____ sector.
- (a) Airline
 - (b) Railway
 - (c) IT
 - (d) Accommodation
7. A tourism policy includes
- (a) Rules
 - (b) Regulations
 - (c) Objectives and strategies
 - (d) All the above
8. The Archaeological Survey of India is responsible for
- (a) Conducting archaeological excavations
 - (b) Maintain sites of national importance
 - (c) Hold an architectural survey of monuments
 - (d) All the above
9. Which of the following is an incorrect term for sustainable tourism?
- (a) Tourism should be one part of balanced economy
 - (b) Sensitive to the needs of the host population
 - (c) The sharing of revenues with locals
 - (d) Short-term economic benefits

10. Eco-Tourist is interested to visit a destination where there is
- (a) rich wildlife wealth
 - (b) unique wildlife species
 - (c) dense forest
 - (d) relatively unspoilt natural environment

Part B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).
Each answer should not exceed one page or 250 words

11. (a) Highlight the nature and characteristics of tourism industry.

Or

- (b) Describe the typology of tourists and their satisfaction level.

12. (a) Bring out the concept and principles of eco-tourism.

Or

- (b) Write down the contribution of Roman Empire in the development of Travel and Tourism industry.

13. (a) Why Butler's tourism life cycle model is significant in tourism?

Or

- (b) Elucidate the difference between demand and supply in tourism.

14. (a) Bring out the major functions of archaeological survey of India.

Or

- (b) Write down the functions of Airport Authority of India.

15. (a) Describe the advantages and disadvantages alternative tourism.

Or

- (b) Write down the objectives of 7th Five Year Plan with regards to tourism.

Part C

(5 × 8 = 40)

Answer any **five** questions.

Each answer should not exceed two pages.

16. List down and explain the various types accommodations found in tourism industry.
17. Describe the five A's of tourism with suitable example.
18. Discuss the contributions of Industrial Revolution in global tourism development.
19. Sketch and describe the structure of present-day tourism industry.
20. Illustrate the major geographical features in the Leiper tourism system.
21. Discuss the role of UNWTO in the development of global tourism industry.
22. Describe the role of public and private sector in the development of tourism in India.
23. Discuss the significance of 12th five-year plan for tourism in India.

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645103

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

First Semester

Tourism Management

**ACCOUNTING AND FINANCIAL MANAGEMENT OF
TOURISM**

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. The process of recording business transactions in a book of original entry is known as _____.
(a) Posting (b) Statement
(c) Journal (d) Balances
2. The decrease in the amount of creditors results in _____.
(a) No change in assets
(b) Increase in assets
(c) Increase in cash
(d) Decrease in cash
3. A withdrawal of cash from business by the proprietor should be credited to _____ account.
(a) Cash (b) Drawing
(c) Capital (d) Purchase

4. Cash account is a _____ account.
- (a) Credit (b) Real
(c) Debit (d) Expenditure
5. The Book where all cash and bank transactions are recorded.
- (a) General Ledger
(b) Nominal Ledger
(c) Cash Book
(d) Private Ledger
6. Accounting does not record non-financial transactions because of _____ concept.
- (a) Money Measurement
(b) Entity
(c) Cost
(d) Accrual
7. Finding the future value from present value
- (a) Discounting
(b) Present value
(c) Future Value
(d) Compounding

8. Which of the following cost of capital require to adjust tax?
- (a) Cost of Equity Shares
 - (b) Cost of Preference Shares
 - (c) Cost of Debentures
 - (d) Cost of Retained Earnings
9. Which among the following is an example of Personal Account?
- (a) Creditor (b) Cash
 - (c) Machinery (d) Rent
10. Which budget is also known as the manufacturing cost or work cost budget?
- (a) Overheads Budget
 - (b) Purchase Budget
 - (c) Production Cost Budget
 - (d) Sales Budget

Part B

(5 × 5 = 25)

Answer **all** questions, choosing either (a) or (b).
Each answer should not exceed one page or 250 words.

11. (a) Differentiate between Cost Accounting and Financial Accounting.

Or

- (b) State the advantages and limitations of double entry system.

12. (a) As per voucher no. 31 of XYZ Brothers, on 08.07.2020 goods of 1,00,000 were purchased Cash was paid immediately. Ledger Folios of the purchase A/c and Cash A/c are 5 and 17 respectively. Journalise the entry of the above transaction.

Or

- (b) What do you understand by Time Value of Money? Give the formula for TVM.
13. (a) A hill destination had 30,000 tourists in 2020. Its tourists' decays at a rate of 10% per annum. What will be its total tourists in 2025?

Or

- (b) Write down the importance of cost of capital in capital budgeting decisions.
14. (a) Write down the concept of budget and budgetary control.

Or

- (b) Explain the significance of capital budgeting.
15. (a) State the significance of inventory management.

Or

- (b) Bring out the determinants of working capital management.

Part C

(5 × 8 = 40)

Answer any **five** questions.

Each answer should not exceed two pages.

16. Briefly explain the various managerial uses of financial accounting system.

17. Ascertain the debit and credit from the following particulars under Modern Approach.
- (a) Started business with capital.
 - (b) Bought goods for cash.
 - (c) Sold goods for cash.
 - (d) Paid salary.
 - (e) Received Interest on Investment.
 - (f) Bought goods on credit from Mr. Y
 - (g) Paid Rent out of Personal cash.
18. Discuss the role of finance function in the modern scenario.
19. Prepare an Accounting Equation from the following transactions in the books of Mr. XX for June 2020.

JUNE 1 Invested Capital in the firm Rs. 40,000

- 3 Purchased goods on credit from Z & Z Co. for Rs. 4,000
- 7 Bought plants for cash Rs. 16,000
- 9 Purchased goods for cash Rs. 8,000
- 11 Sold goods for cash (Cost Rs. 8,000 + Profit Rs. 4,000) Rs. 12,000.
- 15 Paid to Z & Z Co.in cash Rs. 2,000
- 18 Received from Mr. Y Rs. 600
- 20 Paid salary Rs. 8,000
- 28 Received interest Rs. 10,000
- 31 Paid wages Rs. 6,000

20. Describe the provisions relating to the preparation of financial statement as per the Indian company Act.
 21. Explain the different methods of capital budgeting with its merits and demerits.
 22. Analyse the importance of inventory management in tourism & hospitality industry.
 23. Discuss the nature and concept of working capital management.
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645104

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

First Semester

Tourism Management

GLOBAL TOURISM GEOGRAPHY

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. In which province is the Pir Panjal Pass located?
 - (a) Jammu and Kashmir
 - (b) Himachal Pradesh
 - (c) Tamilnadu
 - (d) Uttarakhand State

2. Island Tourism Festival celebrated in
 - (a) Goa
 - (b) Port Blair
 - (c) Kollam
 - (d) Pondicherry

3. Which one of the following is known as the 'Coffee Port' of the world?
 - (a) Sao Paulo
 - (b) Chennai
 - (c) Santos
 - (d) Pune

4. The world's largest inland sea is _____
- (a) The Aral Sea
 - (b) The Dead Sea
 - (c) The Caspian Sea
 - (d) The Black Sea
5. GMT starts from which place
- (a) Greenwich
 - (b) Madrid
 - (c) Hongkong
 - (d) Astria
6. International date line is a
- (a) Straight line
 - (b) Curved line
 - (c) Zigzag line
 - (d) Elliptical line
7. Which country is not included in traffic conference area 1?
- (a) Greenland
 - (b) Bermuda
 - (c) West Indies
 - (d) Africa
8. Royal Caribbean belongs to which country
- (a) China
 - (b) United States
 - (c) London
 - (d) Italy
9. Sardar Vallabh Bhai Patel International Airport is located in
- (a) New Delhi
 - (b) Kolkata
 - (c) Hyderabad
 - (d) Ahmadabad
10. Golden Chariot train starts from
- (a) Chennai
 - (b) Bangalore
 - (c) Hyderabad
 - (d) Trivandrum

Part B

(5 × 5 = 25)

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

Each answer should not exceed one page or 250 words

11. (a) Highlight the major attractions of Manas National Park.

Or

- (b) Explain the different types of seasons in India and their significance.

12. (a) Bring out the major features of tropical evergreen forest.

Or

- (b) Write down the major challenges of wildlife conservation in Africa.

13. (a) How time zones affect tourism industry? Explain.

Or

- (b) Explain the significance of international date line.

14. (a) Write down the important features of Japanese railway.

Or

- (b) What are the IATA traffic conference areas? Explain.

15. (a) What are the factors responsible for the development of tourism industry in France?

Or

- (b) What are the modern trends of China's tourism industry? Discuss.

Part C

(5 × 8 = 40)

Answer any **five** questions.

Each answer should not exceed two pages.

16. List down and explain the various national parks in TamilNadu.
17. How can the weather and climate factors be affecting tourism in India? Discuss.
18. Point out and explain the various popular water falls of United States of America.
19. Discuss the advantages of using GIS and remote sensing in Tourism.
20. Describe the role of inland water transport in Indian tourism industry.
21. How International Air Transport Association regulates the global airline industry? Discuss.
22. Analyse the role of major cruise lines in the promotion of global tourism industry.
23. Point out the strategy adopted by Switzerland's Federal Council for the development of tourism in Switzerland.

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645105

MBA DEGREE EXAMINATION, NOVEMBER – 2022

First Semester

Tourism Management

TOURISM PRODUCTS AND SERVICES

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Heritage tourism activities include
 - (a) Visiting a museum
 - (b) Eating the local food
 - (c) Taking part in a festival
 - (d) All the above

2. _____ is one of the features of the tourism product.
 - (a) Tangibility (b) Separability
 - (c) Intangibility (d) Storability

3. Nehru Institute of Mountaineering is in
 - (a) Jammu Kashmir (b) Uttarakhand
 - (c) Haryana (d) Orissa

4. _____ circuits are there in Swadesh Darshan scheme.
- (a) 10 (b) 15
(c) 20 (d) 25
5. Ramayana circuit start from
- (a) Delhi (b) Jaipur
(c) Bihar (d) Nepal
6. Hampta pass is in which state
- (a) Himachal pradesh
(b) Assam
(c) Sikkim
(d) Nagaland
7. Sundarbans tiger reserve is situated in
- (a) West Bengal (b) Bihar
(c) Assam (d) Uttar Pradesh
8. Biosphere reserve contributes
- (a) Conservation of landscapes
(b) Natural ecosystems
(c) Species and genetic variation
(d) All the above
9. Mount Harriet National Park is also known as a
- (a) Butterfly Hotspot (b) Jungle safari
(c) Camel safari (d) None of the above
10. Which of the following is not an adventure activity?
- (a) Mountaineering (b) Rafting
(c) Kayaking (d) Gourmet

Part B

(5 × 5 = 25)

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

Each answer should not exceed one page or 250 words.

11. (a) Bring out the characteristics of tourism products and services.

Or

- (b) Explain the different types of heritage tourism and their significance.

12. (a) Highlight the main objectives and features of biosphere reserves.

Or

- (b) Explain the various adventure tourism activities in south Indian beaches.

13. (a) List down and explain the various Buddhist Pilgrimage sites in India.

Or

- (b) Write down the popular Hindu Pilgrimage destinations in the state of Uttarakhand.

14. (a) Explain the various facilities offered to the passengers in Palace on Wheels.

Or

- (b) Write down the role of Chettinad handicrafts in promoting tourism in Karaikudi.

15. (a) Highlight the common problems faced by the event organizers in India.

Or

- (b) Bring out the principles of ecotourism.

Part C

(5 × 8 = 40)

Answer any **five** questions.

Each answer should not exceed two pages.

16. “Tourism is an intangible product” —Justify the statement with suitable example.
17. Describe the important features of Chettiar Heritage Museum.
18. List down and explain any five popular wild life sanctuaries of south India.
19. Outline the major backwater tourist destination in Kerala.
20. Compile your own itinerary based on heritage destinations of Tamilnadu.
21. List out and explain the types of supplementary accommodations in tourism industry.
22. “Luxury trains of India as a unique tourism product both in the domestic and overseas markets” — Justify.
23. Discuss the advantages and disadvantages of medical tourism in India.