

R8105

Sub. Code

645401

M.B.A. DEGREE EXAMINATION, APRIL 2023

Fourth Semester

Tourism Management

HOTEL ADMINISTRATION

(CBCS – 2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(5 × 3 = 15)

Answer **all** questions.

1. What are the features of hospitality services?
2. Enlist any three situations in which a reservation request may be denied by a hotel.
3. Why is the control desk crucial to the housekeeping department?
4. What is a grill room? Name four menu items produced in a grill room.
5. What are the benefits of revenue management? Expand RevPAR.

Part B

(5 × 10 = 50)

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

6. (a) Discuss the following accommodation:
 - (i) Conventional
 - (ii) Supplementary
 - (iii) Customized

(3+3+4=10)

Or

(b) Discuss the structure of accommodation industry.

7. (a) What are the four major types of guest complaints?
Which is most common, give examples?

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) Discuss in detail the functions of the housekeeping department of a hotel.

Or

(b) Housekeeping department plays an important role in the effective operation of a hotel. Justify.

9. (a) Discuss the various stages of growth of catering industry in India.

Or

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

10. (a) What is a Job Description? Discuss its role in hierarchy.

Or

(b) Explain the importance of distribution channel in the promotion of hotel industry.

Part C

(1 × 10 = 10)

Case Study – Compulsory

11. Hotel Connaught Palace

The peak season for Hotel Connaught Palace is during October to February. This duration has many festivals and marriages and is most suitable for visiting the place. Also, in the month of January, a National Level Athlete Meet and an all-India doctors conference are scheduled. Hotel Connaught Palace is booked to its capacity for most of the period. There are very few rooms available in the said month. Mr. Sanjay Singh, a noted personality and a frequent visitor to the hotel, who has a discount card from the hotel, calls for reservation for a single room in that duration for a week. The reservation agent, as instructed by their supervisor, quotes the rack rate for the reservation. Mr. Singh gets irritated and decides to stay somewhere else.

Questions: -

- (a) Discuss the impact of such an event on the future business of the hotel.
- (b) Was the reservation assistant right in quoting the rack rate? (5+5=10)

R8106

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645402

M.B.A. DEGREE EXAMINATION, APRIL – 2023

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 are anthologies books and give examples?
2. What is the difference between a webinar and a webcast?
(1½+ 1 ½=3)
3. What is the relation between PR and media?
4. What are Public Relations?
5. What is travel journalism, give examples? (2+1=3)

Part B

(5 × 10 = 50)

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

6. (a) What is a Travel Newsletter and write its purpose?

Or

- (b) Define the following:
 - (i) Autobiographical Tales
 - (ii) Business travel
 - (iii) Coffee Table Books
 - (iv) Guide books
 - (v) Travel books

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

Or

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

8. (a) How innovation in technology is changing the travel and tourism industry?

Or

- (b) Explain the following terms: (2 × 5 = 10)

- (i) Journey Pieces
- (ii) Activity Pieces
- (iii) Special Interest Pieces
- (iv) Side trips
- (v) Own travel experiences

9. (a) Explain the objectives and functions of Public Relations with suitable examples.

Or

- (b) Give a detailed note on the stages in Public Relation process.

10. (a) Describe the changing trends in travel journalism.

Or

- (b) Describe in detail the practicality and non-practicality of taking photographs.

Case Study – Compulsory question**11. Impact of ICT on Indian Tourism**

Around 20 per cent of offline travel agents in India have shut shop over the last few years, according to statistics of the International Air Transport Association (IATA). Globally, too, the numbers have fallen drastically. IATA membership in the UK has fallen to 3,000 from 60,000 in the last decade. Supporting these statistics, a study by the Internet and Mobile Association of India (IAMAI) found that the ticketing business in India has largely moved to the online platform, due to which, revenues of offline travel agents have taken a beating. Online bookings of train and airline tickets rose 36 per cent in June, 2012, compared with the previous year. While railways registered 5.83 million online bookings in June, 2012, versus 4.30 million last year, airlines witnessed 1.45 million online bookings against 1.07 million, according to IAMAI.

Moreover, excessive discounts and personalized services offered by offline travel agents have also worked against their interests. Nonetheless, smaller agents who do not enjoy economies of scale, and therefore cannot offer specialized services, are finding it hard to compete, the study revealed. Further, the economic slowdown made it even more difficult for the travel industry, especially the smaller or regional players, 48 many of whom have been looking for a buy-out. Cox & Kings, which is fast building

its online expertise, and Thomas Cook, which, to cater to the unique Indian consumer needs, is offering options of buying online and paying offline. The travel space is already seeing consolidation with mergers and acquisitions taking place in both online and offline travel industry. Yatra's acquisition of Travel Services International, and Make My Trip's buying a stake in the Singapore-based Luxury Tours and Travels Pvt. Ltd are part of this consolidation process.

Questions

- (a) What are the challenges faced by the small and medium sized travel agencies?
- (b) Draw strategies apart from offering suggestions to these players to compete in this sophisticated technology-based tourism industry.

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645403

M.B.A. DEGREE EXAMINATION, APRIL – 2023

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. What do you mean by entrepreneurship?
2. Mention the different types of ownership in business.
3. What do you mean by Venture capital?
4. Mention the various programmes on tourism business management.
5. Mention the different types of entrepreneur.

Part B

(5 × 10 = 50)

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

6. (a) Write the characteristics of successful entrepreneur.

Or

- (b) Explain about the different opportunities and problems that are faced by entrepreneur.

7. (a) Give a detailed note on Central Government Industrial policies and regulations for Tourism.

Or

- (b) Elaborate about the International tourism business management.

8. (a) Discuss elaborately about Capital budgeting in tourism industry.

Or

- (b) Write the procedure to prepare a plan for tourism business.

9. (a) Explain about market research and channel selection plan in tourism industry.

Or

- (b) Comment in detail about the growth strategies for tourism.

10. (a) Elaborate the organizational framework for promotion and development in tourism.

Or

- (b) Mention and explain the different types of innovation programmes in Tourism business management.

Part C

(1 × 10 = 10)

Case Study, Compulsory Question

11. Need of Planning and policy for Development of Travel and Tourism

Good tourism planning provides profitable development and brings positive economic and social benefits to the community, it also carries inevitable drawbacks.

Therefore, developers must incorporate ways to enhance human welfare and happiness. These include insistence on quality architectural, landscape, and environmental design; planning for transportation; and energy conservation and education. If such diverse goals are to be achieved, planners must implement a model that will guide their thinking by incorporating each aspect (including various political aspects) into a master plan. These include zoning, road maintenance, water and sewage treatment systems, and promotional expenses. An official body, financed through tourist earnings, is useful in keeping abreast of socio-economic activities in the industry as well as dealing with other problems such as stabilizing prices, forecasting demand, keeping an inventory of potential national tourist resources, and arranging publicity campaign.

Tourism Planning vs Tourism Policy because tourism policy formulation and tourism planning are very directly related to one another, it is important to distinguish between the two, to identify their similarities and their differences in a tourism context.

Their similarities are as follows:

- (a) They both deal with the future development of a tourism destination or origin.
- (b) They both emphasize the strategic dimensions of managerial action, although planning must also address a number of tactical concerns.

Their differences are listed below:

- (a) Policy is the stand point of an administration.
- (b) Policy formulation is definitely 'big picture', while much of planning is characterized by an attention to detail.

- (c) Policy formulation is a creative, intellectual process, while planning is generally a more constrained exercise by the Government.
- (d) Policy, particularly its visioning component, has very long-term strategic emphasis, while planning tends to be a more restrictive in its time horizon. Such as one, five, ten and even twenty years plans.
- (e) Policy formulation must allow newer circumstances and technologies to be considered. In contrast, planning tends to assume current conditions and technologies, with some allowances for predictable change.

Need for Tourism Planning

The decision to develop tourism or expand present tourism development in a community, a region, or a country must be studied carefully. The socio-economic benefits from tourism are powerful. Tourism development looks attractive to both developed and underdeveloped countries with the right preconditions- some combination of natural, scenic, historical, archeological, cultural, and climate attractions. Tourism is a growth industry; and while that growth may show some slowing in the short run, the long run prospects are good. The expected continued growth is based on continually rising per capita incomes, lower travel costs, increased leisure time, and changes in consumers' tastes and preferences toward travel, recreation and leisure goods and services. Many advocates look at tourism as a panacea for solving an area's development problems. This view is unrealistic because benefits may be accompanied by detrimental consequences. A review of some advantages and disadvantages arising from tourism development will indicate why careful planning is necessary. Major arguments for tourism are that it.

Consequently, tourism is not always a panacea. On the contrary, over development can generate soil and water pollution and even people pollution, if there are too many visitors at the same place at the same time. Consider automobile and bus traffic congestion, inadequate parking, hotels dwarfing the scale of historic districts, and displacement of the community serving businesses by tourist serving firms, leading to degradation of the quality of life rather than improving it. Furthermore, too many visitors can have a harmful impact on life in the host country and on the visitors themselves. The beautiful landscape can suffer through thoughtless and unwise land development and construction methods. And customers and crafts can be vulgarized by over emphasis on quantity and cheapness. These responsibilities cannot really be blamed on tourism, but rather on over commercialization. Tourism is one of the world's greatest and most significant social and economic forces. But government officials and business people must weigh economic benefits against the possible future degradation of human and natural resources. Tourism development must be guided by carefully planned policy, a policy not built on balance sheet and profit and loss statements alone, but on the ideas and principles of human welfare and happiness. Social problems cannot be solved without a strong and growing economy that tourism can help to create. Sound development policy can have the happy result of a growing tourist business, along with the preservation of the natural and cultural resources that attracted the visitors in the first place. Planning is critical to have sustainable development and protecting the environment. Viewing comprehensively the relationship between tourism and community, state, regions, and countries requires consideration of many difficult issues: the quality of architecture, landscape and

environmental design; environmental reclamation and amenity; natural conservation; land use management; financial strategies for long term economic development; employment; transportation; energy conservation; education, information and interpretation systems and more.

Case Study questions

- (a) Discuss the importance of planning in tourism.
- (b) Explain the need for planning in Tourism

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M.B.A. DEGREE EXAMINATION, APRIL – 2023

Fourth Semester

Tourism Management

CUSTOMER RELATIONSHIP MANAGEMENT

(CBCS – 2019 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(5 × 3 = 15)

Answer **all** questions.

1. What is eCRM? Give examples.
2. What are elective listening skills?
3. What is CRM software?
4. What are the metrics used to measure CRM Performance?
5. What is CRM value chain model?

Part B

(5 × 10 = 50)

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

6. (a) Explain the process and systems of CRM.

Or

- (b) Explain the supplier relationship with CRM.

7. (a) Elaborate on the customer loyalty with examples.

Or

(b) Explain the concept of building relationships.

8. (a) Discuss the four step process in dealing with complaints.

Or

(b) Give the value of feedback mechanisms.

9. (a) Enumerate performance indicators of customer retention.

Or

(b) Bring out the role of CRM soft wares in customer retention.

10. (a) Enumerate the parameters used for CRM practices.

Or

(b) Discuss about the concept of CRM value chain.

Part C (1 × 10 = 10)

Case Study – Compulsory questions

11. We all know Amazon. We've all shopped there. And the reason we return to their website, time after time, is because it's easy. Their one-click ordering makes it embarrassingly convenient to shop for a new product. The simple truth is that we continuously return to the alluring world of Amazon because they make it easy for us. Remembering your past purchases better than you do. Recommending products you might need. Storing your card details and information for an effortless checkout. All of their online decisions reveal a streamlined buying process where they give their clients exactly what they want — in the easiest way imaginable.

Nonetheless most people are not fully aware of just how massive Amazon actually is. In fact, it's being estimated that, at some point in the near future, more than 85% of the world's products will be available for purchase on Amazon. Few other online retailers can compete with that. Yet, the numbers only increase: of every \$1 Americans spent online in 2015, Amazon managed to capture 51 cents. Furthermore, it was recently revealed by Jeff Bezos, the founder of Amazon, that 25% of all American households now holds an Amazon Prime membership. CRM software is the key to managing and synchronising your business communication and information. In today's world,. Today's CRM systems can synchronise and group your external contacts, give your employees up to date information about your customers, and ensure that your client have the best possible experience when dealing with you and your company.

More recently, CRM developers have added enhanced features like analytics and management modules, resulting in the systems that we have today: a database of prospects and leads which you can access from a range of devices. Used wisely, it can open up communication between you and a potential customer, and it can build lasting relationships between companies, teams and individuals. Most importantly, different teams need different views. You need to be able to fine tune your CRM system to the needs of your business.

Case study Questions:

- (a) How Amazon has used CRM system for its Success?
- (b) What are the enhanced features added to CRM system in getting Potential customer?

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M.B.A. DEGREE EXAMINATION, APRIL – 2023

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. Define industrial catering. Write the role of subsidy.
2. Define the term 'Airline Catering'.
3. How cruise Line kitchen is called? What types of meal services are done on a cruise liner?
4. List out the salient features of institutional catering units.
5. What is outdoor catering? What is the difference between indoor and outdoor catering?

Part B

(5 × 10 = 50)

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

6. (a) What do you understand by cyclic menu? What are its advantages and limitations?

Or

- (b) Explain in detail transport catering.

7. (a) Discuss the factors involved in preparing menus for patients, hospital staff, and visitors.

Or

- (b) What are the basic types of Menus? Write down their advantages and limitations.

8. (a) Discuss the service procedures in the dining areas and bars.

Or

- (b) How do you plan the galley for food production area in cruise catering?

9. (a) What is preliminary survey? Why it is done in outdoor catering? Explain.

Or

- (b) What are the operational aspects to be considered while planning the menu for institutional menu?

10. (a) Explain the following:
- (i) Importance of Nutritive value
 - (ii) Problem faced in transport catering

Or

- (b) Compile an Indian menu for an outdoor catering of 500 guests requiring buffet service and prepare a list kitchen and service equipment required for the same.

Part C

(1 × 10 = 10)

Case Study — Compulsory Question

The big day

11. Juliana and Victor decided on their big day and wanted to have a wedding reception that everyone would remember. They had decided on a Pirates of the Caribbean theme for the reception and wanted their menu to reflect the theme. Money was no object and lobster and caviar would feature as well as oysters and champagne to get the party started. When they approached Franco the Hotel Banqueting Manager he assured them that in their resort they would find everything they needed and his staff would make sure that the day was a success. The couple had identified a small island about 10 miles away from the resort and wanted to hold the main reception there.

Although Franco and his team had never catered outside the resort, Franco decided that he could not let this function slip his hands. With 200 guests and an average expenditure of £40 per cover he decided he would caterer for this function at all costs.

Getting the food and beverage to the island proved to be a difficult task but with the help of his staff Franco and his team were ready for the event, although Franco was slightly worried that he did not have the right equipment to keep all the food at the correct temperatures. Nevertheless the reception proved to be a success and the couple were overjoyed. However, two days after the event 46 of the guests were ill with food poisoning. The results from the local hospital will be out tomorrow but everyone suspects it was the oysters and the hotel is getting a lot of bad publicity.

Questions:

- (a) If you were Franco what would you have done prior to the event to ensure no risks were taken? (5)
- (b) Now that the resort is getting bad publicity, what would you advise Franco to do? (5)