

**R8100**

**Sub. Code**

**645201**

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

**Second Semester**

**Tourism Management**

**BUSINESS LAW**

**(CBCS – 2022 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. Consideration should be something in return of promise which:
  - (a) both the law and parties regard, as having some value
  - (b) only law regards as having some value
  - (c) only the parties regard some value
  - (d) only adequate value necessary
  
2. A Void Contract
  - (a) Is illegal
  - (b) Enforceable at the option of both the parties.
  - (c) Enforceable at the option of one party
  - (d) Not enforceable in the court of law

3. The Bailment of goods as security for payment of a debt or performance of a promise is called:
- (a) Pledge
  - (b) Bailment
  - (c) Contingent contract
  - (d) Agreement
4. In contract of guarantee, the person to whom guarantee is given is known as:
- (a) Creditor                      (b) Surety
  - (c) Principal debtor      (d) Debtor
5. The delivery of goods by one person to another for some purpose, upon a contract and that they shall, when the purpose is accomplished, be returned or otherwise disposed of by accounting to the directions of the person delivering them, then it is called:
- (a) Contingent contract
  - (b) Bailment
  - (c) Pledge
  - (d) Contract of indemnity

6. Deepak, Ashwani and Tarun jointly promised to pay' 90,000 to Pradeep. Deepak was compelled by Pradeep to pay the entire amount of ₹ 90,000. Here:
- (a) Deepak can file a suit against Pradeep for recovery of amount exceeding his share.
  - (b) Deepak is entitled to recover' 30,000 each from Ashwani and Tarun
  - (c) On payment by Deepak, the contract is discharged and Ashwani and Tarun are also not liable to Deepak.
  - (d) Pradeep is not justified here and is liable to refund the entire amount to Deepak.
7. Anuj agrees to pay' 10,000 to Manoj if a certain ship returns within a year. However, the ship sinks. within the year. In this case, the contract becomes:
- (a) Valid                      (b) Void
  - (c) Voidable                  (d) Illegal
8. The fastest and most costly mode of transport.
- (a) Air transport              (b) Sea transport
  - (c) Road transport            (d) Railways

9. X takes a room on rent in a hotel and pays advance rent for a month, when he enters the room, he sees a notice that, the owner of the hotel will not be liable for loss or theft of goods unless the goods are deposited with the manager. Due to negligence of the employees of the hotel the goods of X are stolen. Point out the correct statement of the following.
- (a) The owner of the hotel is not liable because notice had been given to x
  - (b) The owner of the hotel is not liable for the negligence of his employees
  - (c) The owner of the hotel shall be liable to x because notice had been given after the conclusion of the contract
  - (d) None of the above
10. "Ginger"- the economy hotel is a concept of which hotel group
- (a) The Oberoi group (b) The Taj group
  - (c) Asian hotels (d) Leela group

**Part B** (5 × 5 = 25)

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

11. (a) State the essentials of a valid contract.

Or

- (b) What do you understand by capacity to Contract?

12. (a) List out the difference between contract of Indemnity and Guarantee.

Or

- (b) List out and Explain the Rights of Agents.
13. (a) Discuss the essential characteristics of a contract of sale of goods.

Or

- (b) Explain the term “goods” as defined in the Sale of Goods Act,1930.
14. (a) How is compensation for goods lost by the carrier calculated?

Or

- (b) Elaborate Maritime Law and Carriage of Goods by Sea.
15. (a) What are the different hotel and restaurant license? Define “Registration”.

Or

- (b) Define the term Hospitality? What are the Major departments of a hotel?

**Part C**

(5 × 8 = 40)

Answer any **five** questions.

16. When a contract is said to have been breached? Explain various remedies available to both the aggrieved party and the party which has breached the contract.
17. Elucidate the Methods of Creation of Agency.

18. Define sale and agreement to sale, discuss its essentials. What is the effect, when goods perished before contract of sale and after agreement to sale?
19. Explain the Statutory compliances that have to meet by the trade unions under the Trade Unions (Amendments) Act, 2001
20. List out any eight international hotel regulations and explain.
21. Define 'pledge'. Discuss the essential elements of a pledge.
22. Elaborate the rights of Unpaid Seller with examples.
23. Briefly explain the journey of a case through the courts?

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**R8101**

**Sub. Code**

**645202**

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

**Second Semester**

**Tourism Management**

**HOSPITALITY MANAGEMENT**

**(CBCS – 2022 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Section A**

(10 × 1 = 10)

Answer **all** questions.

1. Modified American plan includes
  - (a) Two meals of the day + Room rent
  - (b) One meal of the day = Room rent
  - (c) Breakfast + Room rent
  - (d) None of these
2. What is the main feature of a time share establishment?
  - (a) It is a private property
  - (b) It's rooms / resources are shared by guests / tourists according to specified time schedules
  - (c) It is a facility of one star grade
  - (d) None of these

3. Which is the best strategy to use to ensure guest satisfaction?
  - (a) A free meal in the hotel's restaurant
  - (b) Offering a lot of amenities for the guests
  - (c) Clean and working hotel room and restroom
  - (d) Overall good quality service in all aspects for the value of the guest's dollar
  
4. Which of the following types of front office software enables a hotel to generate room reports, revenue reports, and forecasting reports?
  - (a) General management software
  - (b) Guest accounting software
  - (c) Rooms management software
  - (d) Reservations management software
  
5. Room allocation means
  - (a) Having enough rooms
  - (b) Room status
  - (c) Securing a vacant ready room guest to occupy
  - (d) Room diary
  
6. Who is the head of the housekeeping department?
  - (a) Chef De Cuisine
  - (b) Executive Housekeeper
  - (c) Engineer
  - (d) None of these



7. A guest walks up to the front desk of the hotel and asks for a recommendation for a good place to eat. Which is the best way to respond to your guest?
- (a) Tell your guest that is the concierge's job and she not working that day
  - (b) Direct your guest to the restaurant your friend owns
  - (c) Tell your guest you are new in town and don't know the restaurants
  - (d) Ask your guest what type of food they like and offer them nearby restaurants to choose from
8. There are two main differences between Hotel and Restaurant food services. They are \_\_\_\_\_ and \_\_\_\_\_
- (a) room service, multiple restaurants
  - (b) room service, banquet service
  - (c) banquet service, multiple restaurants
  - (d) room service, staffing
9. The person who serves alcoholic beverages in a restaurant is called a
- (a) commise de rang
  - (b) trancheur
  - (c) sommelier
  - (d) debarrasseur

10. Under which circumstances should a waiter write an 'en place' check?
- (a) when a customer changes his mind and asks for something else
  - (b) to obtain the customer's coat from the cloakroom
  - (c) if a customer asks for a double brandy with his coffee
  - (d) if a customer finds he cannot afford the prices

**Section B**

(5 × 5 = 25)

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

11. (a) Draw and explain the Layout of a Linen Room.

Or

- (b) Describe why organisational structure is important in hotels.

12. (a) What is the role of the Front Office department in the functioning of a hotel?

Or

- (b) Explain how Cost per Occupied Room is calculated.

13. (a) What is Relationship Marketing? What are the benefits of Relationship Marketing?

Or

- (b) Discuss the SOP's of restaurant operations in a hotel.

14. (a) Discuss briefly various systems of reservation used by the hotel.

Or

- (b) Elaborate marking mix with reference to tourism.

15. (a) As a front office assistant, how will you deal with the fire in the hotel?

Or

- (b) What is the role of Food and Beverages department in a hotel?

**Section C**

(5 × 8 = 40)

Answer any **five** questions.

16. Elaborate on the guidelines pertaining to hotel facilities for differently abled guests by Ministry of Tourism, Govt. of India.
17. Define Hotel. Draw a layout of Front Office Department and explain the role and importance of Concierge in Front Desk.
18. List and briefly write about five gaps identified for Service Gap.
19. Discuss any five attributes of a Food and Beverages Personnel.
20. What is an innovation and Deligence according to Core Values of Japanese Management?

21. Write the importance of Industrial Catering and Plan a Lunch Menu for the same
  22. On what basis are Hotels classified? Elaborate.
  23. Explain the process of Guest Cycle with diagram.
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**R8102**

**Sub. Code**

**645203**

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

**Second Semester**

**Tourism Management**

**STRATEGIC TOURISM MANAGEMENT**

**(CBCS – 2022 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. What type of selling question is the following: “What color of car do you want?”
  - (a) Open-ended
  - (b) Impersonal
  - (c) Assumptive
  - (d) Interpretive
  
2. Some businesses use an automatic reorder system to maintain an adequate  
  - (a) Work environment
  - (b) Budget for expenses
  - (c) Inventory of supplies
  - (d) Maintenance system

3. A current trend in the hospitality industry is to build loyal customer relationships and enhance service levels by optimizing the use of
- (a) Independent travel agents
  - (b) Internet web sites
  - (c) Satellite roving devices
  - (d) Service rating advisors
4. A salesperson should answer a customer's questions and fully explain the benefits of products so that the customer will
- (a) Feel good about the buying decision
  - (b) Be left in a state of indecision
  - (c) Think about making a decision
  - (d) Make a quick decision
5. At the Clara's Pizza Parlor web site, customers are encouraged to send electronic postcards advertising the restaurant to friends and families. This is an example of \_\_\_\_\_ word-of-mouth marketing.
- (a) Amplified
  - (b) Celebrity
  - (c) Organic
  - (d) Inconspicuous

6. Which of the following is effective mobile ad copy for a teenage target market:
- (a) Psst. Are you hungry? Then stop by Pete's Pizza for a free slice of cheese pizza. Today only. Tell all your friends. See you soon.
  - (b) RU hungry? Then stop by Pete's <)4 a fre slice. 2day 1ly. CU Sn.
  - (c) Pete's Pizza. Free slice.
  - (d) When was the last time that you ate? Aren't you getting hungry? Then you've got to stop by. We'd love to see you. Bye.
7. What type of technique might be effective if a business is trying to sell a large, complex product to another business?
- (a) Retail selling      (b) Sale pricing
  - (c) Mass marketing    (d) Team selling
8. A restaurant wants to predict how their customers will react to a new menu. What type of relationship should the restaurant mine from blogs?
- (a) Sequential patterns
  - (b) Clusters
  - (c) Classes
  - (d) Associations
9. Distribution channel members must keep in mind that customers tend to
- (a) Expect low service levels
  - (b) Want immediate delivery
  - (c) Define service differently
  - (d) Refuse late shipments

10. One way for a hospitality business to obtain current information in a cost-effective and efficient manner is by
- (a) Interviewing experts
  - (b) Reviewing archived journals
  - (c) Developing a survey
  - (d) Accessing an Internet search engine

**Part B**

(5 × 5 = 25)

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

11. (a) List out any five importance of tourism marketing.

Or

- (b) Highlight any four objectives of tourism marketing.

12. (a) Sketch the BCG matrix. Explain.

Or

- (b) Explain the types of marketing decisions.

13. (a) Why and how should Tourism enterprises analyse their competitors?

Or

- (b) Describe the various elements of Promotion Mix.

14. (a) Elaborate the role and types of Intermediaries in Tourism Industry.

Or

- (b) How is Tourism business linked to seasonality issues? Elaborate.



15. (a) Write an essay on the issues involved in Airlines marketing.

Or

- (b) Write short note on Push and Pull strategies in Marketing.

**Part C**

(5 × 8 = 40)

Answer any **five** questions.

16. What do you understand by Marketing? Outline the characteristic features of various marketing activity concepts.
17. Explain various approaches and applications of market segmentation in the tourism trade.
18. Discuss the impact of modern technologies on the operation and functioning of the tourism and hospitality enterprises.
19. What do you understand by Distribution channel of tourism products and services? Give an account of the levels of Distribution channels and the factors to be considered while selecting them.
20. Elaborate the porter generic strategies.
21. What do you mean by balance score card? Explain the balance score card approach.

22. Briefly explain the Michael porter's Framework for strategic management.
  23. Why is Advertisement an important component of Promotion mix? What are the steps of developing an advertising plan?
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**R8103**

**Sub. Code**

**645204**

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

**Second Semester**

**Tourism Management**

**HUMAN RESOURCE MANAGEMENT**

**(CBCS – 2022 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Section A**

(10 × 1 = 10)

Answer **all** questions.

1. The process of familiarizing the new employees to the organization rules and regulations is known as
  - (a) Placement
  - (b) Induction
  - (c) Recruitment
  - (d) Selection
  
2. Human resource management is amalgam of
  - (a) Job analysis, recruitment and selection
  - (b) social behavior and business ethics
  - (c) Organizational behavior, personal management and industrial relation
  - (d) Employer and employees
  
3. Process of studying and collecting information about a job is known as
  - (a) HRP
  - (b) Job design
  - (c) Job analysis
  - (d) Job evaluation

4. \_\_\_\_\_ arranges the job in numerical order from highest rank to lowestrank on the basis of duties and responsibilities.
- (a) Ranking method
  - (b) Grading method
  - (c) Point rating method
  - (d) Factor comparison method
5. The use of process criteria in job selection means that the individual is being assessed on \_\_\_\_\_
- (a) The number of tasks they can process simultaneously
  - (b) A methodological approach to task completion
  - (c) How many tasks can be processed in a set amount of time
  - (d) The right way to complete a task successfully
6. \_\_\_\_\_ is the application form to be filled by the candidate when he goes for recruitment process in the organization.
- (a) Job application
  - (b) Formal application
  - (c) Application blank
  - (d) None of the above
7. OJT stands for
- (a) On the job training
  - (b) On the job technique
  - (c) On the job technology
  - (d) Off the job training

8. Management development —————
- (a) Is a short term in nature
  - (b) Focuses on employees' current job
  - (c) Is an informal activity
  - (d) Aims at overall development of a manager
9. Industrial relations cover the following area(s)
- (a) Collective bargaining
  - (b) Labour legislation
  - (c) Industrial relations training
  - (d) All of the above
10. Which among the following is simple form of penalty for indiscipline?
- (a) Transfer                      (b) Warning
  - (c) Suspension                (d) Dismissal

**Section B**

(5 × 5 = 25)

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

11. (a) What do you mean by Human Resource Management? Write the differences between HRM and Personnel Management.
- Or
- (b) Briefly explain the five dimensions of emotional intelligence.
12. (a) List out the Objectives of HRM.
- Or
- (b) Define MBO. What are the uses of MBO in HRM?

13. (a) Briefly explain the source of recruitment in MNCs.

Or

(b) What is HRIS? Explain the Subsystems of HRIS.

14. (a) List out the qualities of HR manager.

Or

(b) Write short note on compensation packages.

15. (a) Briefly explain the nature and scope of HR Audit.

Or

(b) Write short note on current issues in HRM.

**Section C**

(5 × 8 = 40)

Answer any **five** questions.

16. Critically Examine the Methods of Training Programs.

17. Briefly explain the types of selection tests in public Sector undertakings in India?

18. Discuss the modern methods of performance appraisal in I.T. Industries.

19. Explain the process of collective bargaining.

20. Elaborate the methods of performance appraisals.

21. What do you mean by Wage? List out the wage boards and commissions. Explain.

22. Briefly explain the Statutory and Non Statutory Welfare Amenities.

23. Differentiate between the Financial and Non- financial Incentives with suitable examples.

**R8104**

**Sub. Code**

**645205**

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

**Second Semester**

**Tourism Management**

**TRAVEL AGENCY AND TOUR OPERATION**

**(CBCS – 2022 onwards)**

Time : 3 Hours

Maximum : 75 Marks

**Part A**

(10 × 1 = 10)

Answer **all** questions.

1. Apart from fixed cost, the other component of cost is
  - (a) Regular cost
  - (b) Daily cost
  - (c) Variable cost
  - (d) Administrative cost
2. The cost of discovering new destinations and developing new packages is incurred in
  - (a) Fixed cost
  - (b) Variable cost
  - (c) Both (a) and (b) options
  - (d) None of the above option
3. In a typical two-level button channel for tourism related services, the intermediary will be
  - (a) Visitors centre staff member
  - (b) Travel agent
  - (c) Wholesaler
  - (d) Tour operator

4. CRM stands for
- (a) Computer Reservation Management
  - (b) Customer Reservation Management
  - (c) Customer relationship Management
  - (d) Computer Relationship Manager
5. According to UNWTO tourism industry employs around the global workforce
- (a) 5–6%                      (b) 6–7%
  - (c) 7–8%                      (d) 8–9%
6. Sole proprietorship is the correct type of enterprise for
- (a) Want to work with a technical partner
  - (b) Work with limited liability
  - (c) Work with the team
  - (d) Want to work with the sub-ordinator
7. In MICE 'I' stands for
- (a) Individual              (b) Income
  - (c) Incentive              (d) None of the above options
8. In 1758 who started a travel company?
- (a) Thomas Cook
  - (b) Richard Cox
  - (c) Jeena and Company
  - (d) None of the above option
9. Thomas cook was founded in year
- (a) 1758                      (b) 1741
  - (c) 1858                      (d) 1841



10. UNWTO was formed in the year
- (a) 1758                      (b) 1741
- (c) 1858                      (d) 1946

**Part B**

(5 × 5 = 25)

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

11. (a) What is the role of the Visitor Information Centre in the tourism industry?

Or

- (b) What are the documents required for the accreditation of a travel agency from IATA?

12. (a) What is the meaning of the term itinerary in tourism and its significance?

Or

- (b) Why is an itinerary required for the vehicle's driver in a tour?

13. (a) Explain the certain do's we need to make sure of while preparing the itinerary.

Or

- (b) How is the fixed cost different from the variable cost?

14. (a) Write a short note on break-even cost.

Or

- (b) What are the different fixed costs for a tour operator?

15. (a) Explain the different sources of revenue for the tour operator.

Or

- (b) Enlist the tips to increase the revenue in the tour operation business.

**Part C** (5 × 8 = 40)

Answer any **five** questions.

16. How did Thomas Cook start a travel company? Explain in depth
17. Enlist the essential steps of itinerary planning.
18. Explain the term tour cost and its significance in package tour.
19. Discuss the strategy in detail to increase the revenue for tour operator.
20. Explain the importance of Tour operators in the tourism Industry.
21. Explain the working of a Destination Management Company with an example.
22. What are the basic requirements to start a travel agency?
23. What is the major distinction between working with inbound and outbound tour operators?