

R0419

Sub. Code

645101

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

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** the following objective questions
by choosing the correct option

1. Name the principle's of management suggested by Henri Fayol, which advocates that, "there should be good superiors at all levels, clear and fair agreement and judicious application of penalties." (CO1, K2)
 - (a) Authority and responsibility
 - (b) Esprit De Corps
 - (c) Order
 - (d) Unity of Command

2. Who is considered as the father of Scientific Management? (CO1, K2)
 - (a) F.W. Taylor
 - (b) Gilbreth
 - (c) Henry Fayol
 - (d) Harold Koontz

3. The delegation of authority results in _____
(CO2, K2)
- (a) Avoiding responsibility
 - (b) Centralization of power at the top level
 - (c) Costliness of decision
 - (d) Enabling the managers to distribute their workload
4. The line of authority from the chief executive to the lowest level of organization is called _____.
(CO2, K2)
- (a) Unity of command (b) Unity of direction
 - (c) Scalar chain (d) Order
5. Organisational Behaviour is the study of _____
in the organization. (CO2, K2)
- (a) Human (b) Human Behaviour
 - (c) Employer (d) Employees
6. The model(s) of Organizational Behaviour is (are):
(CO2, K2)
- (a) Autocratic (b) Custodial
 - (c) Supportive (d) All of the above
7. What do we call it when we judge someone based on our perception?
(CO4, K2)
- (a) Stereotyping (b) Categorizing
 - (c) Halo effect (d) Prototyping

12. (a) Distinguish between centralization and decentralization of authority. (CO2, K2)

Or

- (b) Examine the delegation of authority. What are its features? (CO2, K2)

13. (a) Define Organisational Behaviour. Explain Autocratic and custodial models of OB. (CO3, K2)

Or

- (b) Explain the various elements of Organisational Behaviour. (CO3, K2)

14. (a) Explain the perception process. (CO4, K2)

Or

- (b) Define Motivation. Explain the Maslow's Need Hierarchy theory of motivation. (CO2, K2)

15. (a) Define the term groups. What is the relationship between group norms and group cohesiveness? (CO5, K2)

Or

- (b) Make a distinction between formal and informal groups. What are the advantages of informal groups? (CO5, K2)

Part C

(5 × 8 = 40)

Answer **all** the following questions not more than 1000 words each.

16. (a) Elaborately explain the steps involved in the planning process in a modern organization.(CO1, K2)

Or

- (b) Enumerate Fayol's Principles of Management. (CO2, K2)

17. (a) Explain the types of organization. (CO2, K2)

Or

- (b) Describe the line and staff authority in detail. (CO2, K2)

18. (a) Explain the following: (CO3, K2)

- (i) Perception (ii) Attitudes

Or

- (b) Explain big five personality traits. (CO4, K2)

19. (a) Explicate the different approach of organizational behaviour. (CO3, K2)

Or

- (b) How socio-cultural, political and economic differences among countries influence on international organizational behaviour? (CO3, K2)

20. (a) What is group cohesiveness? Discuss the factors affecting cohesiveness. (CO5, K2)

Or

- (b) What are the major differences between autocratic and democratic styles of leadership? (CO5, K2)
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R0420

Sub. Code

645102

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

First Semester

Tourism Management

TOURISM – PRINCIPLES AND PRACTICES

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** the following objective questions
by choosing the correct option

1. Predict the term which is explained as the number of visits by presidents of a country to another country.
(CO1, K2)
 - (a) Inbound Tourism
 - (b) National Tourism
 - (c) Outbound Tourism
 - (d) Regional Tourism

2. Identify the term refers to visitors staying less than 24 hours in the destination visited without making an overnight stay.
(CO1, K2)
 - (a) Visitors
 - (b) Excursionist
 - (c) Tourists
 - (d) Business tourist

3. Choose the type of Tourism in which the tourists visiting farmhouses and taking part in cultivation and related activities. (CO2, K2)
- (a) Eco Tourism (b) Rural Tourism
- (c) Agri Tourism (d) Social Tourism
4. Choose the expanded form of MICE. (CO2, K2)
- (a) Meetings, Incentive Travel, Conventions and Exhibitions
- (b) Meetings, Information, Conventions and Exhibitions
- (c) Meetings, Incentive Travel, Catering and Exhibitions
- (d) Meetings, Incentive Travel, Conventions and Exchanges
5. Explain the quantity of goods or services that a customer has the willingness and ability to purchase in a market. (CO2, K2)
- (a) Supply (b) Need
- (c) Demand (d) Sales
6. Select the term refers to the maximum number of tourists can be accommodated by Tourism destination in a scheduled period. (CO2, K2)
- (a) Infrastructure capacity
- (b) Transporter's capacity
- (c) Carrying capacity
- (d) Development capacity

7. Find the year in which IATA was established. (CO4, K2)
- (a) 1955 (b) 1965
- (c) 1945 (d) 1975
8. Define the expanded form of TAAI. (CO4, K2)
- (a) Travel Agents Association of India
- (b) Tour Agents Association of India
- (c) Travel Agents Administration in India
- (d) Tour Agents Administration in India
9. Choose the year in which the Government of India announced first Tourism policy. (CO5, K2)
- (a) 1982 (b) 1983
- (c) 1984 (d) 1985
10. What is the expansion of UNWTO? (CO5, K2)
- (a) United Nations World Tourism Organisation
- (b) United Nations World Travel Organisation
- (c) United Nations World Transport Organisation
- (d) United Nations Welfare Travel Organisation

Part B

(5 × 5 = 25)

Answer **all** the following questions not more than
500 words each.

11. (a) Identify the characteristics of Tourism. (CO1, K3)

Or

- (b) Predict the basic amenities required by tourists in a destination. (CO1, K3)

12. (a) Estimate the significance of responsible Tourism. (CO2, K6)

Or

- (b) Compose the unique features of Paid Holiday Concept. (CO2, K6)

13. (a) Explain the highlights of Butler's Tourism Area Life Cycle Model. (CO3, K5)

Or

- (b) Measure the impacts of Demonstration Effect. (CO3, K5)

14. (a) Define the salient features of IRCTC. (CO4, K1)

Or

- (b) Find out the contributions of Airports Authority of India in development of Tourism. (CO4, K1)

15. (a) Recall the preferences given for Tourism development in Twelfth Five Year Plan. (CO5, K1)

Or

- (b) List the factors attracting world tourists to visit India as a destination. (CO5, K1)

Part C (5 × 8 = 40)

Answer **all** the following questions not more than 1000 words each.

16. (a) Discover the inter-disciplinary approaches applied in Tourism. (CO1, K3)

Or

- (b) Identify the major motivations and deterrents to Travel and Tourism. (CO1, K3)

17. (a) Discuss the emerging trends of Tourism. (CO2, K6)

Or

- (b) Elaborate the historical development of Tourism. (CO2, K6)

18. (a) Interpret the Crompton's Push and Pull Theory. (CO3, K5)

Or

- (b) Asses the present trends found in domestic and global Tourism. (CO3, K5)

19. (a) Describe in detail about role of Archaeological Survey of India. (CO4, K1)

Or

- (b) List the functions of ITDC and ICAO. (CO4, K1)

20. (a) Find out the significance of Five-Year Plans in development of Tourism in India. (CO5, K1)

Or

- (b) Arrange the works executed by the government for developing Tourism through National Action Plan. (CO5, K1)
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R0421

Sub. Code

645103

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

First Semester

Tourism Management

**ACCOUNTING AND FINANCIAL MANAGEMENT FOR
TOURISM**

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** the following questions
by choosing the correct option

1. _____ is concerned with the duties of the Financial managers in the business firm. (CO1, K2)
 - (a) Financial Management
 - (b) Accounting Management
 - (c) Personnel Management
 - (d) Merger

2. _____ Maximization objective ignores timing of benefit i.e time value of money. (CO1, K2)
 - (a) Need
 - (b) Wealth
 - (c) Value
 - (d) Profit

3. _____ is the main goal of Financial Management. (CO2, K3)
- (a) Profit maximization
 - (b) Fund transfer
 - (c) Maximum returns
 - (d) Wealth maximization
4. The full form of CAPM is _____. (CO3, K3)
- (a) Capital access pricing model
 - (b) Capital assessment pricing model
 - (c) Capital advantage pricing model
 - (d) Capital asset pricing model
5. According to Massie, Financial Management is the _____ activity of a business. (CO3, K3)
- (a) Operational
 - (b) Marketing
 - (c) Human resource management
 - (d) Sales
6. The construction of the pro forma income statement is based on: _____. (CO4, K6)
- (a) The prior year's income statement
 - (b) Sales projections and the production plan
 - (c) The cash budget
 - (d) The cash budget and prior years income statement

7. The primary purpose of the cash budget is _____
(CO4, K6)
- (a) To break the income statement down into monthly periods
 - (b) To determine monthly cash receipts
 - (c) To determine the collection pattern
 - (d) To allow the firm to anticipate the need for outside funding
8. Capital structure represents _____ (CO4, K6)
- (a) Ratio between different forms of capital
 - (b) All liabilities
 - (c) All assets
 - (d) Assets and liabilities
9. Working Capital Turnover measures the relationship of Working Capital with: (CO5, K4)
- (a) Purchases (b) Sales
 - (c) Fixed Assets (d) Stock
10. Receivables Management deals with _____
(CO5, K4)
- (a) Receipts of raw materials
 - (b) Debtors collection
 - (c) Creditors Management
 - (d) Inventory Management

Part B

(5 × 5 = 25)

Answer **all** the following questions not more than 500 words each.

11. (a) Outline the different types of journals with examples. (CO1, K2)

Or

- (b) Write down the following transactions in Journal form in the books of “Ketan”. 2009

Jan. 1 Purchased goods from Nalini on Credit Rs.1,000/-

Jan. 2 Sold goods to Mr. Sharma on credit Rs.2,500/-

Jan. 3 Purchased furniture for cash Rs.10,000/-

Jan.4 Received interest Rs.800

Jan.5 Paid salaries Rs.3,500/- (CO1, K2)

12. (a) List out the principles of debit and credit of Accounts. (CO2, K3)

Or

- (b) Explain the role of finance function in time value of money. (CO2, K3)

13. (a) Classify the cost on the basis of behaviour of cost. (CO3, K3)

Or

- (b) Discuss about the various methods to determine cost of debt. (CO3, K3)

14. (a) Compile the methods of preparation of cash Budget. (CO4, K6)

Or

- (b) Discuss the steps in Budgetary control. (CO4, K6)

15. (a) Classify the working capital with examples. (CO5, K4)

Or

- (b) Generate the objectives of inventory management. (CO5, K4)

Part C (5 × 8 = 40)

Answer **all** the following questions not more than 1000 words each.

16. (a) Express the Concepts of Financial Accounting. (CO1, K2)

Or

- (b) Distinguish between Single Entry system and Double Entry system. (CO1, K2)

17. (a) Explain the Principles of Financial Management. (CO2, K3)

Or

- (b) Describe the various Financial Management tools. (CO2, K3)

18. (a) Discuss the significance of cost of capital in Financial Management. (CO3, K3)

Or

- (b) Elaborate on explicit cost and implicit cost. (CO3, K3)

19. (a) Classify on the types of Budget. (CO4, K6)

Or

- (b) Interpret on the meaning and purpose of Budget. (CO4, K6)

20. (a) Examine the factors determining Working Capital requirements. (CO5, K4)

Or

- (b) Interpret the process of inventory management. (CO5, K4)
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R0422

Sub. Code

645104

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

First Semester

Tourism Management

GLOBAL TOURISM GEOGRAPHY

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** the following objective questions by choosing the correct option.

1. Which of the following is not a sub division of physical geography? (CO1, K2)
 - (a) Coastal Geography
 - (b) Oceanography
 - (c) Climatology
 - (d) Tourism Geography

2. Which of the following is not a UNESCO World Heritage Site? (CO1, K2)
 - (a) Taj Mahal
 - (b) Western Ghats
 - (c) Bakel Fort
 - (d) Red Fort

3. The continent of South Africa is extremely famous for the presence of : (CO2, K2)
 - (a) Serengeti National Park
 - (b) Chobe National Park
 - (c) Galapagos National Park
 - (d) Kruger National Park

4. Yellowstone National Park is in which country? (CO2, K2)
(a) UK (b) USA
(c) China (d) South Africa
5. Name the continent where 'Tundra' type of climate is not found? (CO2, K2)
(a) Europe (b) Africa
(c) Asia (d) North America
6. Which among the following statements is true regarding International Date Line? (CO3, K4)
(a) It is 180° Longitude
(b) It is a straight line
(c) It is big circle beyond earth
(d) It is a curved line
7. GIS stands for (CO3, K4)
(a) Geographic informative system
(b) Geographic information system
(c) Global informative system
(d) Global information system
8. Which mountain railway was the first hill passenger railway opened in 1881? (CO4, K2)
(a) Nilgiri Mountain Railway
(b) Kalka Shimla Railway
(c) Darjeeling Himalayan Railway
(d) Matheran Light Railway
9. A flight departs New York at 6.00 PM (local time). It arrives in Munich at 7.30 AM the next morning (local time). Calculate the elapsed flying time. (CO4, K2)
(a) 7 hours and 30 minutes
(b) 6 hours and 30 minutes
(c) 5 hours and 30 minutes
(d) 4 hours and 30 minutes

10. Chhatrapati Shivaji Maharaj International Airport is in (CO4, K2)
(a) Mumbai (b) Calcutta
(c) Delhi (d) Mysore

Part B (5 × 5 = 25)

Answer **all** the questions not more than 500 words each.

11. (a) Write short notes on the major physical features of India. (CO1, K2)
Or
(b) Discuss on the need to conserve natural vegetation and wildlife in India. (CO1, K2)
12. (a) Enumerate important tourist geographic spots in Asia. (CO2, K2)
Or
(b) Discuss about any two major Tourism destinations worldwide. (CO2, K2)
13. (a) What is a Time Zone? How many time zones are there? (CO3, K4)
Or
(b) What is the meaning of GMT? Are GMT and UTC the same? (CO3, K4)
14. (a) Write an essay on IATA Areas and Sub Areas. (CO4, K2)
Or
(b) Elucidate on the role of transport systems and networks in Tourism development in India. (CO4, K2)
15. (a) Enumerate the importance of Tourism attractions in China and how China is taking advantage of these attractions in attracting more in-bound tourists. (CO5, K5)
Or
(b) Examine global indicators. (CO5, K5)

Part C

(5 × 8 = 40)

Answer **all** the questions not more than 1000 words each.

16. (a) India is a sub-continent. Substantiate to accept the statement. (CO1, K2)

Or

- (b) Elaborate on the statement 'India is called as the Monsoon country'. (CO1, K2)

17. (a) Analyse the relationship between physiography, climate and vegetation with examples from any of the continents. (CO2, K2)

Or

- (b) Geography contributes to the major part of Tourism resources. Elucidate your answer with appropriate examples. (CO2, K2)

18. (a) Explain Altitude and its types. (CO3, K4)

Or

- (b) Calculate the flying time if 9W020 (Jet Airways) departs DEL (Delhi) at 2200 hrs (+5:30 hrs from GMT) and arrives SIN (Singapore) at 06:30 hrs (+8:00 hrs from GMT) (CO3, K4)

19. (a) 'Aviation industry in India is riddled with many problems yet there is a great scope for growth'. Justify this statement. (CO4, K2)

Or

- (b) Write an essay on the various Railway Transport systems in India and bring out the advantages of this mode of transportation. (CO4, K2)

20. (a) Summarize the top five destinations of Italy and their uniqueness. (CO5, K5)

Or

- (b) Criticise the role of government in Tourism development of Malaysia. (CO5, K5)

R0423

Sub. Code

645105

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

First Semester

Tourism Management

TOURISM PRODUCTS AND SERVICES

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** the following objective questions by choosing the correct option.

1. Identify that which is not a characteristic of Tourism product. (CO1, K3)
 - (a) Intangible
 - (b) Perishable
 - (c) Seasonal
 - (d) Tangible in nature

2. Predict the first and most important element of Tourism product. (CO1, K3)
 - (a) Accommodation (b) Attraction
 - (c) Amenities (d) Accessibility

3. Choose the location of Guindy National Park. (CO2, K6)
(a) Ranchi (b) Bangalore
(c) Chennai (d) Tirupati
4. Choose the first port that was developed after independence in Gujrat State. (CO2, K6)
(a) Kutch (b) Smarla
(c) Kandla (d) Porbandhar
5. Select the place where Golden Temple is located. (CO3, K5)
(a) Gaya
(b) Patna
(c) Mathura
(d) Amritsar
6. Determine the state in which Buddhist important destinations are located. (CO3, K5)
(a) Uttar Pradesh
(b) Arunachal Pradesh
(c) Uttaranchal
(d) Bihar
7. Find the nature of Parasailing which is a popular form of enjoyment in Adventure Tourism. (CO4, K1)
(a) Gliding in the air above the sea
(b) Flying in the Air
(c) Flying above the Sea
(d) Flying in the Air above the sea with the help of a motorboat

8. Name the location of Mughal Garden. (CO4, K1)
- (a) New Delhi
 - (b) Ahmedabad
 - (c) Faridabad
 - (d) Lucknow
9. Define the activity for Haridwar is an idle place. (CO5, K1)
- (a) Religious Tours
 - (b) Historical Tours
 - (c) Eco Tours
 - (d) Farms Tours
10. Find out the city which is not a place of religious significance. (CO5, K1)
- (a) Puri
 - (b) The Vatican
 - (c) Jerusalem
 - (d) Riyadh

Part B (5 × 5 = 25)

Answer **all** the following questions not more than
500 words each.

11. (a) Predict the significance of heritage management organisations. (CO1, K3)

Or

- (b) Identify the characteristics of Tourism products. (CO1, K3)

12. (a) Compile the differences between National Parks and Biosphere Reserves. (CO2, K6)

Or

- (b) Elaborate the significance of cave drawings of Tamil Nadu. (CO2, K6)

13. (a) Explain the status of pilgrimage Tourism in Tamil Nadu. (CO3, K5)

Or

- (b) Measure the contributions of Chettinadu Houses in Heritage Tourism. (CO3, K5)

14. (a) Define the need of supplementary accommodations in Tourism. (CO4, K1)

Or

- (b) List out the highlights of commercial attractions. (CO4, K1)

15. (a) What are the salient features of rural Tourism? (CO5, K1)

Or

- (b) Find out the importance of pilgrimage Tourism. (CO5, K1)

Part C

(5 × 8 = 40)

Answer **all** the following questions not more than 1000 words each.

16. (a) Discover the abundance and wealth of cultural heritage in India. (CO1, K3)

Or

- (b) Construct the passage with the classification of Tourism products. (CO1, K3)

17. (a) Discuss about various deserts of India. (CO2, K6)

Or

- (b) Estimate the exist development in back water Tourism in India. (CO2, K6)

18. (a) Assess the highlights of religious circuits of India. (CO3, K5)

Or

- (b) Evaluate the significance of wildlife circuits in India. (CO3, K5)

19. (a) Describe the types of manmade Tourism destinations. (CO4, K1)

Or

- (b) Find out the present status of rail Tourism in India. (CO4, K1)

20. (a) Describe the merits and primary objectives of Ecotourism. (CO5, K1)

Or

- (b) Recall the development of MICE Tourism in India. (CO5, K1)
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R0424

Sub. Code

645301

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

Third Semester

Tourism Management

TOUR ITINERARY AND OPERATIONS

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** the following objectives by choosing the correct option questions.

1. Tour Itinerary is known as _____ (CO1, K2)
(a) Tour Plan (b) Tour Product
(c) Travel Facility (d) Tour services
2. _____ is one of the type of Holiday. (CO2, K3)
(a) Music and Recreation
(b) Wellness and Health
(c) Sports
(d) Entertainment
3. GIT stands for _____ (CO2, K3)
(a) Group Innovative Tour
(b) Group Inclusive Tour
(c) Group Intent Tour
(d) Group Incentive Tour

4. Which is an open Jaw Itinerary? (CO1, K2)
(a) Delhi-Chennai-Madurai
(b) Delhi-Nagpur-Chennai
(c) Chennai-Madurai-cochin-Madurai-Chennai
(d) Kolkata - Bhubaneswar -Chennai-Kolkata
5. Cost classification can be done in _____ (CO3, K3)
(a) Two ways (b) Three ways
(c) Four ways (d) Several ways
6. Direct Expenses are also called _____ (CO3, K3)
(a) Major Expenses
(b) Chargeable Expenses
(c) Overhead Expenses
(d) Sundry Expenses
7. Validator plate is issued to _____ (CO4, K2)
(a) Airlines (b) BSP
(c) Travel Agent (d) Tour Operators
8. PAX means _____ (CO4, K2)
(a) Traveller (b) Passenger
(c) Tourist (d) Customer
9. Which type of Travel Agent that deals with all kinds of services? (CO5, K1)
(a) Travel Agent (b) Full Service Agency
(c) Tour Operator (d) Grand Operator
10. Tour operators provide Travel services within the Tourist native country is called _____ (CO5, K1)
(a) Inbound (b) Outbound
(c) Ground (d) Domestic

Part B

(5 × 5 = 25)

Answer **all** the following questions not more than
500 words each.

11. (a) Express the main purpose of Tour Itinerary.
(CO1, K2)

Or

- (b) Outline the advantages of Tailor made of tour itinerary.
(CO1, K2)

12. (a) Identify the difference between FIT and GIT Package Tour.
(CO2, K3)

Or

- (b) Construct the precautions taken while making an bound Tour Itiner.
(CO2, K3)

13. (a) Discover the Advantages of a Tour Cost Sheet.
(CO3, K3)

Or

- (b) Predict the elements of Tour costing. (CO3, K3)

14. (a) Summarise the Role of Tourist Guide. (CO4, K2)

Or

- (b) Classify the skills needed to be a Tourescort.
(CO4, K2)

15. (a) How do you Handle difficult Tourists? (CO5, K1)

Or

- (b) List out the Day-To-day Problems of a Tour.
(CO5, K1)

Part C

(5 × 8 = 40)

Answer **all** the following questions not more than
1000 words each.

16. (a) Explain the Do's and Don'ts for prepare a Tour Itinerary. (CO1, K2)

Or

- (b) Examine the main components of Tour Itinerary. (CO1, K2)

17. (a) Construct the steps involved in the process of Package Tour Formulation. (CO2, K3)

Or

- (b) Discover the Process of Designing and Formulating a group Tour Itinerary. (CO2, K3)

18. (a) Predict the significance of Controllable and Non-Controllable Costs in Tour Package. (CO3, K3)

Or

- (b) Identify the various pricing strategies in Tour Package. (CO3, K3)

19. (a) Distinguish the checking procedure in the Luxury Hotel. (CO4, K2)

Or

- (b) Examine the purpose of guest comment card in Hotel. (CO4, K2)

20. (a) Define the Qualities of a Tour Manager. (CO5, K1)

Or

- (b) Describe the Four main steps in dealing with an emergency situation. (CO5, K1)

R0425

Sub. Code

645302

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

Third Semester

Tourism Management

ECO-TOURISM AND SUSTAINABLE DEVELOPMENT

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** the following objective questions by choosing the correct option.

1. Who is according to below definition “Eco Tourism is responsible to natural areas that conserves the environment and sustains the well-being of local people”?
(CO1, K2)
(a) IES in 1991 (b) IYE 2002
(c) WTO (d) WTTERC
2. Which Eco-Tourism reserves is salt tolerant Eco system in tropical and Sub-tropical region? (CO1, K2)
(a) Coral reefs (b) Deserts
(c) Mangroves (d) None of the these
3. The first responsible tourist destination in Kerala
(CO2, K4)
(a) Thekkady (b) Kovalam
(c) Kumarakam (d) Wayanad

4. Which year was celebrated as the international year of Eco Tourism with a theme “Eco Tourism – A key to sustainable development”? (CO2, K4)
- (a) 2000 (b) 2001
(c) 2002 (d) 2003
5. The promotion of Agenda 21 aims to _____ (CO3, K2)
- (a) Sustainable Development
(b) Eco Tourism
(c) Responsible Tourism
(d) Sustainability
6. Carrying Capacity is related to (CO3, K2)
- (a) Transport Services
(b) Tourist offices
(c) Archaeological Survey of India
(d) Destination
7. Flora and Fauna means: (CO4, K2)
- (a) Hotel and Restaurants
(b) Sea beaches
(c) Temples and monuments
(d) Plants and animals

8. At the Central Government level, which agency was assigned role of overseeing the implementation of Sustainable Development Goals (SDGs) in India?
(CO4, K2)
- (a) NITI Aayog
 - (b) The Energy Resource Institute (TERI)
 - (c) Centre for Environmental and Sustainable Development India (CESDI)
 - (d) The Comptroller and Auditor General of India (CAO)
9. Where was the first international Earth Summit held?
(CO5, K2)
- (a) Kyoto
 - (b) Rio de Janeiro
 - (c) New Delhi
 - (d) New York
10. The Brundtland Report is the output of which commission?
(CO5, K2)
- (a) IFAD
 - (b) CAO
 - (c) WCED
 - (d) WHO

Part B (5 × 5 = 25)

Answer the following questions not more than 500 words each.

11. (a) Define Eco-Tourism. Mention any three eco-tourism destinations of India and write their importance.
(CO1, K2)

Or

- (b) Classify eco-tourists and write notes on it.
(CO1, K2)

12. (a) Define Sustainable development. Why do we need sustainable development for Tourism? (CO2, K4)

Or

- (b) Examine the key features of Kyoto Protocol 1997. (CO2, K4)

13. (a) Suggests the measures to empower the local community through sustainable Tourism. (CO3, K2)

Or

- (b) What is E.M.S.? Write short notes on it. (CO3, K2)

14. (a) List out the 18 Biosphere Reserves of India and write notes on any two. (CO4, K2)

Or

- (b) Write the relationship between Tourism and ecology. (CO4, K2)

15. (a) Explain the principles underlying the sustainable development. (CO5, K2)

Or

- (b) What are the outcomes of World Summit on Sustainable Development? (CO5, K2)

Part C

(5 × 8 = 40)

Answer the following questions not more than
1000 words each.

16. (a) Write down the 5 roles of national, regional and local governments in eco-Tourism according to the Quebec declaration. (CO1, K2)

Or

- (b) How can the protected areas in India be managed through eco tourism? Discuss. (CO1, K2)
17. (a) Suggest the sustainable measures to deal with the negative Tourism impacts on environment. (CO2, K4)

Or

- (b) What are the objectives and outcome of Rio Declaration from the point of view of sustainable Tourism? (CO2, K4)
18. (a) What is carrying capacity? What are the different types of carrying capacity? How is it related with eco-Tourism? (CO3, K2)

Or

- (b) Explain the steps involved in Environment Impact Assessment (EIA) with respect to Tourism planning at environmentally sensitive places. (CO3, K2)

19. (a) Describe the problems and prospects of eco-Tourism in developing countries with the special reference to India. (CO4, K2)

Or

- (b) How sustainable development help in poverty alleviation? Explain. (CO4, K2)
20. (a) Discuss about the WCED-1987 on Ecotourism. (CO5, K2)

Or

- (b) Write short note on Rio Declaration 1992. (CO5, K2)
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R0426

Sub. Code

645303

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

Third Semester

Tourism Management

DESTINATION PLANNING AND DEVELOPMENT

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** the following objective questions by choosing the correct option.

1. The acronym DMO stands for (CO1, K1)
 - (a) Destination Management Organisation
 - (b) Development Management Organisation
 - (c) Dual Marketing Organisation
 - (d) Destination Management Organisation

2. Multiple use of Resource means (CO1, K1)
 - (a) Managing varied users
 - (b) Management a single user
 - (c) Strategic Planning
 - (d) Conflict among users

3. The First stage of the Tourist area life cycle is
(CO2, K1)
- (a) Exploration (b) involvement
(c) Development (d) Consolidation
4. A Location that has all the required facilities for Tourism
is referred as Tourism (CO2, K1)
- (a) Wonder (b) Destination
(c) World (d) Den
5. Both Brand Association and Brand Personality are a part
of (CO4, K1)
- (a) Brand Symbol
(b) Brand Image
(c) Brand Relationship
(d) Brand Loyalty
6. _____ is used to check the efficiency of a
particular brand among its customers. (CO4, K1)
- (a) Brand Banding (b) Brand Testing
(c) Brand Association (d) Brand Store

7. A market classified under the age group of customers is known as _____ (CO4, K1)
- (a) Geographic Market
 - (b) Demographic Market
 - (c) Customer Market
 - (d) Elite Market
8. _____ is a part of Tourism Destination Planning. (CO5, K2)
- (a) Human Resource Planning
 - (b) Eco-Tourism
 - (c) Public Relation
 - (d) Government Policy
9. The Maximum Number to which the resources of the destination can be sustained is called (CO3, K2)
- (a) Carrying Capacity
 - (b) Ecological capacity
 - (c) Sustainability Number
 - (d) Environmental Number
10. The global code of ethics for Tourism was drawn up by (CO4, K1)
- (a) World Tourism Organisation
 - (b) World Trade Organisation
 - (c) World Travel Organisation
 - (d) World Travel and Tourism Council

Part B

(5 × 5 = 25)

Answer **all** the following questions not more than
500 words each.

11. (a) List out the elements of a Tourist Destination Management. Explain its importance. (CO1, K1)

Or

- (b) What are the components of successful Tourism Destination? (CO1, K1)

12. (a) Describe the various types of Destination Planning. (CO2, K1)

Or

- (b) Why is Destination Management System important in Tourism? (CO2, K1)

13. (a) Outline the Planning Process of Sustainable Tourism Development. (CO3, K2)

Or

- (b) Examine the Assessment of Tourism Potential. (CO3, K2)

14. (a) Define the main functions of Branding. (CO4, K1)

Or

- (b) Arrange the steps in Strategic Brand Management Process. (CO4, K1)

15. (a) Classify the objectives of Public Private Partnership. (CO5, K2)

Or

- (b) Detail the uniqueness of the Environment Management System. (CO5, K2)

Part C (5 × 8 = 40)

Answer **all** the following questions not more than 1000 words each.

16. (a) Describe the various stages of Destination Development. (CO1, K1)

Or

- (b) Recall the special issues on Destination Designing. (CO1, K1)

17. (a) How does the Destination selection process help in Tourism Planning? (CO2, K1)

Or

- (b) What are the Characteristics of Destination Promotion Mix? (CO2, K1)

18. (a) Summarise the steps of the Tourism Planning Process. (CO3, K2)

Or

- (b) Explain the National Policies for destination development. (CO5, K2)

19. (a) List out the basic components of Building a Brand.
(CO4, K1)

Or

- (b) Elaborate on the economic, social, cultural and environmental consideration in destination development.
(CO3, K2)

20. (a) Illustrate the Characteristics of Rural Tourism Planning.
(CO3, K2)

Or

- (b) Discuss about the main Focus of the Tourism Policies of India.
(CO5, K2)

R0427

Sub. Code

645304

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

Third Semester

Tourism Management

BUSINESS RESEARCH METHODOLOGY

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** the following objective by choosing the correct option.

1. What is the name of the conceptual framework in which the research is carried out? (CO1, K3)
 - (a) Research hypothesis
 - (b) Synopsis of Research
 - (c) Research paradigm
 - (d) Research design

2. Which one among the following statement is true in the context of the testing of hypotheses? (CO1, K3)
 - (a) It is only the alternative hypotheses that can be tested
 - (b) It is only the null hypotheses that can be tested
 - (c) Both the alternative and the null hypotheses can be tested
 - (d) Both the alternative and the null hypotheses cannot be tested

3. Which one is called non-probability sampling? (CO2, K2)
- (a) Quota sampling
 - (b) Cluster sampling
 - (c) Systematic sampling
 - (d) Stratified random sampling
4. “Sampling Cases” can be defined as _____ (CO2, K2)
- (a) Sampling using a sampling frame
 - (b) Identifying people who are suitable for research
 - (c) Literally the researcher’s brief case
 - (d) A sampling of people, newspapers, television programs etc.
5. The term “data” came from the Latin term _____ (CO3, K1)
- (a) Detem (b) Datam
 - (c) Datum (d) Data
6. When the data is sourced from the place of origin, the data would be called as _____ (CO3, K1)
- (a) Secondary
 - (b) Primary
 - (c) Secondary and primary
 - (d) All of the above

7. Which of the following software is used to process and analyse quantitative data? (CO4, K6)
- (a) Quark Express (b) SPSS
(c) Quant chrome (d) SSQN
8. In data processing, what does the abbreviation SAP stand for _____ (CO3, K1)
- (a) Systems, Applications, Products
(b) Sales, Allocations, Purchases
(c) Systems, Authorizations, Programs
(d) System, Algorithms, Processes
9. A statement about a population developed for the purpose of testing is called (CO5, K5)
- (a) Hypothesis
(b) Hypothesis testing
(c) Level of significance
(d) Test-statistic
10. A Hypothesis is classified as _____ (CO1, K3)
- (a) Simple (b) Composite
(c) Null (d) All of the above

Part B

(5 × 5 = 25)

Answer **all** the following questions not more than
500 words each.

11. (a) Define Research? And explain its importance.
(CO1, K3)

Or

- (b) Outline the process of research. (CO1, K3)

12. (a) Explain about components of research design.
(CO2, K2)

Or

- (b) Categorize sampling and non-sampling errors.
(CO2, K2)

13. (a) List the methods of collecting primary data and
secondary data. (CO3, K1)

Or

- (b) Enumerate four types of observation techniques.
(CO3, K1)

14. (a) Write down the measures of central value of
arithmetic mean, median and mode. (CO4, K6)

Or

- (b) Construct the measures of relationship of
correlation and regression analysis. (CO4, K6)

15. (a) Explain the types and contents of research reports.
(CO5, K5)

Or

- (b) Summarize the layout and features of good research report.
(CO5, K5)

Part C (5 × 8 = 40)

Answer **all** the questions not more than 1,000 words each.

16. (a) Illustrate the types of research. (CO1, K3)

Or

- (b) Interpret about research gaps and techniques.
(CO1, K3)

17. (a) Describe about census and sample essentials for a good sampling. (CO2, K2)

Or

- (b) Explain sample size and factors essential for a good sampling. (CO2, K2)

18. (a) Discuss about primary and secondary data. (CO3, K1)

Or

- (b) Describe the preparation for an interview and effective interview techniques. (CO3, K1)

19. (a) Construct the processing of data editing, coding and classification. (CO4, K6)

Or

- (b) Organize the methods of dispersion of range, quartile deviation, mean deviation and standard deviation. (CO4, K6)

20. (a) Elaborate on hypothesis testing. (CO5, K5)

Or

(b) Summarize the parametric test and non-parametric tests. (CO5, K5)

R0428

Sub. Code

645503

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

Third Semester

Tourism Management

Elective – TOURISM FRENCH

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Choisissez La meilleure réponse :

1. Je ————— Prasad. (CO1, K1)
(a) s'appelle (b) m'appelle
(c) t'appelles (d) nous appelons
2. Est-ce que je ————— téléphoner ? (CO2, K4)
(a) peux (b) peut
(c) pouvons (d) pouvez
3. vous ————— téléphoner ici. (CO1, K1)
(a) pouvez (b) pouvons
(c) peuvent (d) peux
4. Je ————— de Goa. (CO2, K4)
(a) est (b) suis
(c) es (d) sommes

5. À ————— nom, s'il vous plaît ? (CO3, K1)
(a) quel (b) quelle
(c) quels (d) quelles
6. La chambre ————— climatisée. (CO1, K6)
(a) es (b) suis
(c) est (d) sommes
7. On ————— une chambre calme. (CO1, K1)
(a) voudrais (b) voudrions
(c) voudriez (d) voudrait
8. Nous ————— une réservation. (CO1, K2)
(a) avons (b) avez
(c) ai (d) as
9. C' ————— exact. (CO1, K1)
(a) suis (b) es
(c) est (d) sommes
10. Il y ————— une piscine. (CO1, K1)
(a) ai (b) as
(c) a (d) avons

Part B

(5 × 5 = 25)

Répondez aux questions suivantes.

11. (a) Écrivez la conjugaison du verbe « avoir » au présent de l'indicatif. (CO1, K1)
- Or
- (b) Écrivez la conjugaison du verbe « être » au présent de l'indicatif. (CO2, K1)

12. (a) Nommez Cinq Villes touristiques en France. (CO1, K5)

Or

- (b) Écrivez les mois de l'année. (CO1, K1)

13. (a) Écrivez les nombres en lettres. 44, 50, 26, 13, 10. (CO1, K1)

Or

- (b) Écrivez les jours de la semaine. (CO2, K1)

14. (a) Mettez les articles définis. (le, la l' .les,) (CO1, K1)

(i) _____ cuisine.

(ii) _____ Hôtel

(iii) _____ chambres.

(iv) _____ garçon

(v) _____ tauriste.

Or

- (b) Complétez es expressions : (CO2, K6)

(i) B _ _ n _ _ _ n _ _ _ t mademoiselle.

(ii) B _ _ _ j _ _ _ r. m _ _ _ s _ _ _ _ r.

(iii) B _ _ _ s _ _ _ r.

(iv) m _ _ _ _ m _ _ _ _ s _ _ l _ _ _ .

(v) m _ _ r _ _ i.

15. (a) Reconstituez les phrases. (CO1, K5)
- (i) service / À / votre _____
 - (ii) thé / votre / voilà _____
 - (iii) nuit / mademoiselle/ bonne / Martin _____
 - (iv) monsieur / bonsoir / Martin _____
 - (v) Bienvenue / inde / en _____

Or

- (b) Retrouvez les mots. (CO2, K1)
- (i) vibenneue _____
 - (ii) uetoivr _____
 - (iii) tachnéne _____
 - (iv) degiu _____
 - (v) harcfufue _____

Part C

(5 × 8 = 40)

Répondez aux questions suivantes.

16. (a) Complétez les phrases en mettant es verbes donnés à la forme qui convient. (CO5, K2)
- Ex . (Être, s'appeler)
- (i) Je _____ Gautam, votre guide.
 - (ii) Il _____ Ravi
 - (iii) Il _____ Chauffeur.
 - (iv) Votre guide _____ Amir.
 - (v) Est-ce que vous _____ Mme Martin ?
 - (vi) Nous _____ végétariens.
 - (vii) Vous _____ Mme .Martin ?
 - (viii) Tu _____ pierre.

Or

(b) Complétez es phrases. [au, à, en , aux] (CO2, K3)

(i) Bienvenue _____ Inde, monsieur Marchand.

(ii) Bienvenue _____ Delhi. Messieurs–dames.

(iii) Bienvenue _____ Rajasthan, madame Bernard.

(iv) Bienvenue _____ Bangalore, messieurs.

(v) Bienvenue _____ Andhra Pradesh, mesdames.

(vi) Bienvenue _____ France, Monsieur Shastry.

(vii) Bienvenue _____ Bénarès.

(viii) Bienvenue _____ états—unis.

17. (a) Construisez des phrases. (CO1, K1)

(i) Il, siddiq, un chauffeur, Mysore.

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

(ii) Je, Shankar, un étudiant, Bhopal

(iii) elle, Priya, une secrétaire, Lucknow

(iv) Je, Raman, un guide, Cochin

(v) Il, Paul Marchand, un ingénieur, Lyon

(vi) Je, Parminder, un maître d'hôtel, Ahmedabad.

(vii) je, Karthik, un guide, Chennai

(viii) Elle, Priya, une etudiante, Delhi

Or

(b) Complétez les dialogues. (CO1, K1)

[À quel, s'il vous plaît, j'ai, c'est exact, Je suis, est-ce que, pouvez, épeler]

(i) Bonjour _____ une réservation.

(ii) _____ nom _____ ?

(iii) Renard.'

(iv) _____ Bienvenue, monsieur Renard

(v) Bonsoir _____ Martine Legrand, j'ai une réservation.

(vi) Excusez-moi, _____ vous _____, _____ votre nom ?

18. (a) Complétez les dialogues. (CO2, K1)

[À, au revoir, journée, là, service, votre, ma]

(i) Bonjour, Est-ce que _____ voiture est _____ ?

(ii) Oui, mademoiselle. Voilà _____ chauffeur.

(iii) Merci _____

(iv) _____ votre _____. Mademoiselle.
Bonne _____

Or

(b) Écrivez la conjugaison des verbes « pouvoir et parler » au présent de l'indicatif. (CO1, K5)

19. (a) Présentez-vous. (CO3, K1)

Or

(b) Construisez des dialogues. (CO4, K1)

(i) fax , monsieur

- Voilà votre fax , monsieur

- merci

- À votre service.

- (ii) taxi, madame Martin
- (iii) Lait , madame Pauline.
- (iv) hôtel ,madame
- (v) cocktail ,monsieur martin
- (vi) café. Monsieur
- (vii) journal ,monsieur
- (viii) passeport, monsieur
- (ix) thé, Madame

20. (a) Écrivez le dialogue entre les touristes et le guide.
(CO1, K5)

Or

(b) Écrivez le dialogue entre le client et le garçon.
(CO2, K1)

R0429

Sub. Code

645504

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

Third Semester

Tourism Management

**Elective – RECENT TRENDS IN TRAVEL AND
TOURISM MANAGEMENT**

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** the following objective questions by choosing the correct option.

1. The concept of value within Tourism is to _____
(CO1, K1)
 - (a) Provide good quality and more offers
 - (b) Develop company systems and process
 - (c) Help companies find ways to optimise the delivery of value
 - (d) Provide more information on tourist product

2. Tourists who tend to search for authentic experience can be termed as _____
(CO1, K1)
 - (a) Drifters
 - (b) Explorers
 - (c) Individual mass tourists
 - (d) Organised mass tourists

3. Tourism sector creates more ————— opportunities.
(CO1, K1)
- (a) Job (b) Fund raising
(c) Profit making (d) Attractive
4. Tourism activity is ————— generating activity.
(CO4, K4)
- (a) Recreation (b) Travel
(c) Destination (d) Income
5. A Tourism policy includes ————— (CO5, K5)
- (a) Rules
(b) Regulations
(c) Objectives and Strategies
(d) All of the above
6. A person who is Travelling a place for pleasure is known as ————— (CO2, K2)
- (a) Tourist (b) Traveller
(c) Inbound tourist (d) None of these
7. The main aim of the Tourism industry in India is (CO2, K2)
- (a) To spread word of month
(b) Create repeat visitors
(c) To spread of month and create repeat visitors
(d) None of these

8. National Tourism includes _____ (CO3, K2)
- (a) Domestic and Outbound Tourism
 - (b) Outbound Tourism
 - (c) Domestic Tourism
 - (d) None of these
9. What is a SWOT analysis? (CO4, K4)
- (a) A method of analyzing the strengths, weaknesses, opportunistic and threats of a destination
 - (b) A method of analyzing the financial performance of a Tourism business
 - (c) A method of analyzing the cultural heritage of a destination
 - (d) A method of analyzing the environmental impact of Tourism activities
10. What is a Tourism demand? (CO4, K4)
- (a) The number of tourists visiting a destination
 - (b) The amount of money spent by tourists in a destination
 - (c) The type of tourists visiting a destination
 - (d) All of the above

Part B

(5 × 5 = 25)

Answer **all** the following questions not more than
500 words each.

11. (a) Describe about the uses of virtual reality in
Tourism. (CO1, K1)

Or

- (b) Define the term “Artificial Intelligence in Tourism”.
(CO1, K1)

12. (a) Explain polar Tourism. (CO2, K2)

Or

- (b) Summarize about space Tourism. (CO2, K2)

13. (a) Interpret about solo Travel. (CO3, K2)

Or

- (b) Examine the term transformative Travel. (CO3, K2)

14. (a) Analyze the risk in business of Travel agencies.
(CO4, K4)

Or

- (b) Explain the emerging markets and destinations.
(CO4, K4)

15. (a) Evaluate the Tourism health care in Tourism.
(CO5, K5)

Or

- (b) Measure the threats of oil price rises in Tourism.
(CO5, K5)

Part C

(5 × 8 = 40)

Answer **all** the following questions not more than
1,000 words each.

16. (a) Describe about online development of package
Tourism. (CO1, K1)

Or

- (b) Enumerate the advance of information technology
in e-Tourism. (CO1, K1)

17. (a) Interpret the luxury Tourism and gastronomy
Tourism. (CO2, K2)

Or

- (b) Explain about dark Tourism and volume Tourism.
(CO2, K2)

18. (a) Explain in detail about eco Travel and leisure
Travel. (CO3, K2)

Or

- (b) Interpret the genealogy Travel and genetic
exploration. (CO3, K2)

19. (a) Examine the factor affecting on risk management of
Travel agencies. (CO4, K4)

Or

- (b) Analyze the role of economic factors in Travel
motivation. (CO4, K4)

20. (a) Summarize about WTO emphasis on threats and threats of terrorism in Tourism. (CO5, K5)

Or

- (b) Evaluate threats of natural disasters in Tourism and threat of economic and political uncertainties in Tourism. (CO5, K5)
-