

R1148

Sub. Code

645201

M.B.A. DEGREE EXAMINATION, APRIL – 2024

Second Semester

Tourism Management

BUSINESS LAW

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

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

1. If a new contract is submitted in a place of existing contract it is called. (CO1, K1)
(a) Alternation (b) Recession
(c) Remission (d) Novation
2. Under which section of Indian contract act 1872 is contingent contract defined? (CO1, K1)
(a) Section 32 (b) Section 31
(c) Section 37 (d) Section 39
3. Which of the following contracts of Insurance is not a contract of Indemnity? (CO2, K2)
(a) Contract of life Insurance
(b) Contracts of group Insurance
(c) Contracts of Market Insurance
(d) Contracts of Property Insurance

4. A _____ authorizes the agent to do all acts on behalf of principal (CO2, K2)
- (a) Special power of attorney
 - (b) Power of attorney
 - (c) General power of attorney
 - (d) All the above
5. When the price is not determined by the parties to the contract of sale of goods, what price shall be paid by the buyer? (CO3, K2)
- (a) The buyer shall pay the seller a reasonable price
 - (b) The buyer shall determine the price at his discretion
 - (c) The seller shall determine the price at his discretion
 - (d) The seller shall charge the price according to the market forces
6. When a buyer can sue the seller? (CO3, K2)
- (a) He may ask for the specific performance, if this being the part of the contract
 - (b) He may initiate for the breach of the warranty
 - (c) He may initiate suit for delivery of the goods, if not delivered
 - (d) All the above

7. Is the provision in bill of lading, limiting the common carriers liability for loss or damage for any cause to a specified amount is valid? (CO4, K1)
- (a) No, it constitutes an unlimited qualification of carrier's liability as the option to declare higher value is not slated
 - (b) Yes, bill of lading is a contract between parties which was freely and voluntarily intered
 - (c) Yes, provided that the loss, destruction or deterioration is a result of negligence of common carrier
 - (d) Yes, provided that the nature and value of goods shipped were declared and reflected in bill of lading
8. The right to surety to indemnity is an incident of the guarantee (CO4, K1)
- (a) The principal debtor will be liable
 - (b) Without the necessity of any further request for all sums subsequently paid by the surety under the guarantee as money paid to the use of the principal debtor
 - (c) Both (a) and (b)
 - (d) None of the above
9. What is the most important thing in security? (CO5, K2)
- (a) Protecting property
 - (b) Protecting clients
 - (c) Protecting myself
 - (d) Protecting hotel property

10. Which document is used to record information when a threat is viewed? (CO5, K2)
- (a) Call Righter (b) Attendance record
(c) Bomb threat form (d) Emergency calls record

Part B (5 × 5 = 25)

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

11. (a) What are the characteristics of agreement? (CO1, K1)

Or

- (b) What happens when a contract is breached? (CO1, K1)

12. (a) What is meant by the term 'Pledge by Non-Owners'? (CO2, K2)

Or

- (b) Briefly explain how an agency is terminated. (CO2, K2)

13. (a) Classify the types of goods under sale of Goods Act 1930. (CO3, K2)

Or

- (b) Outline the consumer rights and responsibilities. (CO3, K2)

14. (a) Describe the relationship, responsibility and legal liability in the carriage by Road Act 2007. (CO4, K1)

Or

- (b) Describe the Railway Act of 1989, that Governs the carriage by Rail ways. (CO4, K1)

15. (a) Explain the importance of Licensing and fire security certificates in a hotel. (CO5, K2)

Or

- (b) Explain the important guidelines followed by hoteliers regarding safety. (CO5, K2)

Part C (5 × 8 = 40)

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

16. (a) Give an elaborate account of the classification of contracts. (CO1, K1)

Or

- (b) Give a detailed account on the essentials of valid contract. (CO1, K1)

17. (a) Explain in detail duties and liabilities of Bailor. (CO2, K2)

Or

- (b) Explain in detail Rights of Finder of Goods. (CO2, K2)

18. (a) Classify the types of conditions and Implied Warranties. (CO3, K2)

Or

- (b) Explain the role and functions of the Grievance Redressal office. (CO3, K2)

19. (a) What is carrier liability? Give detailed account with a suitable example. (CO4, K1)

Or

- (b) Give a detailed account on the functions of Bill of lading. (CO4, K1)

20. (a) Explain the need for Crisis Management and disaster preparedness in the hotel industry. (CO5, K2)

Or

- (b) What are the major areas of security in the hotel? (CO5, K2)
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R1149

Sub. Code

645202

M.B.A. DEGREE EXAMINATION, APRIL – 2024

Second Semester

Tourism Management

HOSPITALITY MANAGEMENT

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

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

1. What distinguishes timeshare accommodation from traditional hotel stays in terms of ownership? (CO3, K3)
 - (a) Timeshare owners have permanent ownership
 - (b) Traditional hotel stays offer more flexibility
 - (c) Timeshare owners have a fixed time period of ownership
 - (d) Traditional hotel stays have higher maintenance fees

2. _____ influenced the development of hotels in the UK? (CO3, K3)
 - (a) Colonial expansion
 - (b) Industrial revolution
 - (c) Technological advancements
 - (d) Religious movements

3. The primary focus of feasibility studies in hotel management is _____. (CO2, K2)
- (a) Staff recruitment
 - (b) Strategic partnership
 - (c) Financial viability
 - (d) Customer satisfaction
4. The primary goal of hotel procurement is _____. (CO3, K2)
- (a) Maximising staff benefits
 - (b) Minimising environment impact
 - (c) Reducing operating costs
 - (d) Enhancing guest experiences
5. _____ is the primary responsibility of the housekeeping department in a hotel. (CO2, K2)
- (a) Strategic planning
 - (b) Guest entertainment
 - (c) Cleanliness and maintenance
 - (d) Marketing initiatives
6. What is the role of human resource management in the accommodation operations? (CO3, K3)
- (a) Maximising room revenue
 - (b) Ensuring guest satisfaction
 - (c) Managing staff recruitment and training
 - (d) Financial planning
7. Which of the following is an example of a market sector in the catering market? (CO2, K2)
- (a) Grocery stores
 - (b) Fast-food chains
 - (c) Providing meals to organisations
 - (d) Consumer dietary preferences

8. What does food and beverage management in the restaurant industry primarily focus on? (CO3, K2)
- (a) Marketing strategies
 - (b) Customer seating arrangements
 - (c) Efficient food production and service
 - (d) Employee uniform design
9. Who are considered major operators in the brewing industry? (CO2, K2)
- (a) Coffee roasters
 - (b) Tea manufactures
 - (c) Brewery companies
 - (d) Chocolate producers
10. What is a key consideration for the brewing industry regarding environmental initiatives? (CO2, K2)
- (a) Increasing production speed
 - (b) Reducing carbon footprint
 - (c) Expand product variety
 - (d) Enhancing packaging aesthetics

Part B

(5 × 5 = 25)

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

11. (a) Illustrate with examples the key historical factors that have significantly shaped the development of the hospitality industry in the UK. (CO2, K2)

Or

- (b) Explain the organisational structure associated with timeshare accommodations in the hospitality industry. (CO2, K2)

12. (a) Examine the importance and process of conducting feasibility studies in hotel management. (CO1, K2)

Or

- (b) Explore the role of procurement in hotel management and its impact on reducing operating costs. (CO4, K2)

13. (a) Describe the role and significance of financial control in the hospitality management. (CO2, K1)

Or

- (b) Show how the health and safety regulations have an impact on accommodation operations? (CO4, K1)

14. (a) Examine how the supply chain impacts the overall functioning and success of restaurants. (CO4, K4)

Or

- (b) How does understanding market segments contribute to the success of catering businesses? (CO2, K2)

15. (a) Describe the impact of major operators on the brewing industry and their role in the innovation industry. (CO3, K3)

Or

- (b) Examine current trends in the brewing industry, specifically focusing on their environmental initiatives. (CO5, K4)

Part C

(5 × 8 = 40)

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

16. (a) Explain the economic challenges faced by the hospitality industry in the UK. (CO2, K2)

Or

- (b) Examine the differences in industrial supply between the hospitality sectors in the UK and Europe. (CO1, K2)

17. (a) Interpret the dimensions and structure of hotel management. (CO1, K2)

Or

- (b) Describe the relationship between procurement strategies and the sources of revenue in hotel management and how it impacts a hotel's financial performance. (CO4, K2)

18. (a) Analyse the connection of financial control and legislation in accommodation operations. (CO4, K1)

Or

- (b) List out and explain the room divisions in the accommodation operations. (CO4, K1)

19. (a) Examine the significance of market sectors and major operators in the restaurant and fast-food industry. (CO4, K2)

Or

- (b) Interpret the background and history of contract catering industry. (CO2, K2)

20. (a) Show how major operators trends the environment in the brewing industry. (CO4, K1)

Or

- (b) Describe the connection between environmental initiatives and quality assurance in the brewing industry. (CO4, K1)
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R1150

Sub. Code

645203

M.B.A. DEGREE EXAMINATION, APRIL – 2024

Second Semester

Tourism Management

STRATEGIC TOURISM MANAGEMENT

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

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

1. _____ skill involves the ability to analyze complex situations and break them down into manageable components. (CO1, K2)
(a) Analytical (b) Technical
(c) Soft (d) Interpersonal
2. _____ is the primary focus of strategic management in the tourism sector. (CO1, K2)
(a) Customer satisfaction
(b) Long term success
(c) Employee satisfaction
(d) Short term success
3. In industry analysis, what does the term “Competitive rivalry” refer to? (CO2, K2)
(a) Collaboration among competitors
(b) Internal resource assessment
(c) Intensity of competition among firm in an industry
(d) Avoidance of competition

4. Which of the following focuses on both internal and external factors affecting an organization? (CO2, K2)
- (a) SWOT analysis
 - (b) Pest analysis
 - (c) ETOP analysis
 - (d) Value analysis
5. According to Parter's model, which strategy involves offering unique products as services at a primary price? (CO3, K1)
- (a) cost leadership
 - (b) focus
 - (c) integration
 - (d) differentiation
6. How does finance strategy contribute to business success? (CO3, K1)
- (a) by disregarding budget constraints
 - (b) by minimizing financial risk
 - (c) by maximizing debt
 - (d) by ignoring shareholder value
7. In the BCG Growth-Share Matrix, what does a cash low represent? (CO4, K1)
- (a) A high growth, high market-share product
 - (b) A high growth, low market-share product
 - (c) A low growth, high market share product
 - (d) A low growth, low market share product

8. How does shell's Directional policy Matrix categorize business? (CO4, K1)
- (a) Based on market share only
 - (b) Focusing only on financial metrics
 - (c) Ignoring external factors
 - (d) Based on profitability and risk
9. In the Balanced scorecard, which perspective focuses on internal processes and efficiency? (CO5, K6)
- (a) Financial perspective
 - (b) Internal business perspective
 - (c) Customer perspective
 - (d) Learning and growth perspective
10. What are some techniques used in strategic control? (CO5, K6)
- (a) Scenario analysis, variance analysis and trend analysis
 - (b) Only financial metrics
 - (c) Stakeholder analysis
 - (d) None of the above

Part B (5 × 5 = 25)

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

11. (a) Describe the importance of corporate strategy in achieving organizational goals. (CO1, K2)

Or

- (b) Explain the role and functions of the board of Directors in corporate governance. (CO1, K2)

12. (a) Discuss the impact of social responsibility on long-term business sustainability, considering both economic and societal goals. (CO2, K2)

Or

- (b) Identify and explain three key characteristics of effective corporate policies. (CO2, K2)
13. (a) Assess the impact of finance strategies on a company's financial performance, considering risk management. (CO3, K1)

Or

- (b) Discuss the challenges business might face in the process of acquiring and integrating core competencies. (CO3, K1)
14. (a) Describe the limitations of Hofer's product market matrix in addressing strategic challenges in global markets. (CO4, K1)

Or

- (b) Discuss the challenges organizations may face when applying the GE Business screen to diverse business units. (CO4, K1)
15. (a) Discuss how EVA and MVA metrics can be used to assess the financial health of an organization one time. (CO5, K6)

Or

- (b) Explain the potential impact of emerging technologies on the future landscape of strategies management. (CO5, K6)

Part C

(5 × 8 = 40)

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

16. (a) Compare and contrast Porter's five forces model with SWOT analysis for industry analysis. (CO1, K2)

Or

- (b) Analyze the role of corporate governance in preventing ethical misconduct with organization. (CO1, K2)

17. (a) Discuss the step-by-step process for the effective implementation of corporate policies within a large organization. (CO2, K2)

Or

- (b) Evaluate the importance of having clear corporate policies in guiding employee behaviour and decision making. (CO2, K2)

18. (a) Explain Porter's Generic strategies model to a specific industry, outlining potential challenges and opportunities for business. (CO3, K1)

Or

- (b) Illustrate the process of market segmentation and its role in tailoring marketing strategies to specific customer groups. (CO3, K1)

19. (a) Examine the role of strategic leadership in creating a culture of adaptability within an organization. (CO4, K1)

Or

- (b) Discuss the key factors considered in strategic screen analysis and how they contribute to strategic choices? (CO4, K1)

20. (a) Examine the strategic considerations organizations should take into account when selecting and implementing an ERP system? (CO5, K6)

Or

- (b) Evaluate the role of a strategic information system in facilitating communication and collaboration within an organizations. (CO5, K6)
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R1151

Sub. Code

645204

M.B.A. DEGREE EXAMINATION, APRIL – 2024

Second Semester

Tourism Management

HUMAN RESOURCE MANAGEMENT

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

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

1. Emphasizing _____ is the important feature of human resource management (CO1, K2)
 - (a) Development of personnel
 - (b) Punishment of personnel
 - (c) Recruitment of personnel
 - (d) Training of personnel
2. Human resource management is a combination of _____ (CO1, K2)
 - (a) Job analysis, recruitment and selection
 - (b) Social behaviour and business ethics
 - (c) Organizational behaviour, personal management and industrial relation
 - (d) Employer and employees

3. Directing falls under _____ functions of HRM.
(CO2, K4)
- (a) Operative (b) Technical
(c) Managerial (d) Behavioural
4. Which of the following is not involved in manpower planning?
(CO2, K2)
- (a) Analysis of requirements
(b) Intuitive judgment
(c) Forecast
(d) Course of action
5. Which of the following is a method used in group or organizational training needs assessment? (CO3, K4)
- (a) Consideration of current and project changes
(b) Rating scales
(c) Interviews
(d) Questionnaires
6. _____ is a method of on - the - job training.
(CO3, K4)
- (a) Role play
(b) Classroom training
(c) Job instruction
(d) Vestibule training

7. Administrative use of performance appraisal does not include _____ (CO4, K2)
- (a) Feedback to employees
 - (b) Supervision
 - (c) Training
 - (d) Transfer
8. Identifying ways to decrease _____ is a crucial responsibility of management (CO4, K2)
- (a) Stress
 - (b) Dissatisfaction
 - (c) Uncertainty
 - (d) Issues
9. Challenges faced by HRM includes _____ (CO5, K5)
- (a) Technological changes
 - (b) Productivity
 - (c) Career planning
 - (d) Voluntary retirement scheme
10. _____ policy allows employees to meet the top executives of the organization and get their grievances redressed (CO5, K5)
- (a) Open door policy
 - (b) Step ladder policy
 - (c) Open hierarchy policy
 - (d) Open communication policy

Part B

(5 × 5 = 25)

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

11. (a) Compare and examine personnel management and human resource management (CO1, K2)

Or

- (b) Outline the objectives of HRM. (CO1, K2)

12. (a) Simplify and mention the benefits of job specification. (CO2, K4)

Or

- (b) Examine the importance of selection and its methods. (CO2, K4)

13. (a) Classify the process of performance appraisal. (CO3, K4)

Or

- (b) Distinguish and discuss various methods of performance evaluation. (CO3, K4)

14. (a) Express calculation of wage with example. (CO4, K2)

Or

- (b) Write short note on compensation criteria. (CO4, K2)

15. (a) Give an elaborate account on the importance of domestic enquiry. (CO5, K5)

Or

- (b) Evaluate the advantages of e-recruitment. (CO5, K5)

Part C

(5 × 8 = 40)

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

16. (a) Explain the importance of human resources and objectives of HRM. (CO1, K2)

Or

- (b) Outline the scope of human resources policies and work culture. (CO1, K2)

17. (a) Interpret the recruitment process of a company. (CO2, K4)

Or

- (b) Explain in detail how to prevent employee turnover with examples. (CO2, K4)

18. (a) Examine the future of human resource development. (CO3, K4)

Or

- (b) Give a detailed account on performance evaluation. (CO3, K4)

19. (a) Write an essay on rewards and incentives. (CO4, K2)

Or

- (b) Distinguish in detail various non-financial incentives with examples. (CO4, K2)

20. (a) Interpret the ways of handling sexual harassment in work place. (CO5, K5)

Or

- (b) Evaluate the requirement for grievance handling faced by the employees. (CO5, K5)
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R1152

Sub. Code

645205

M.B.A. DEGREE EXAMINATION, APRIL – 2024

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** the following objective type questions by choosing the correct option.

1. Which century was considered the golden age of the grand tour? (CO1, K1)
(a) Seventeenth (b) Eighteenth
(c) Nineteenth (d) Twentieth
2. The name G.M. Pullman is associated with (CO1, K2)
(a) Casino
(b) Cruise line
(c) Bed and breakfast
(d) Railway coaches
3. Holidays with pay act of 1939 was first introduced in _____ (CO2, K1)
(a) UK (b) USA
(c) Spain (d) Sweden

4. Wanting to learn about other countries and their people is an example of (CO2, K1)
- (a) Cultural motivator
 - (b) Interpersonal motivator
 - (c) Physical motivator
 - (d) Educational motivator
5. Which of the following is not an association of travel agents? (CO3, K1)
- (a) ASTA
 - (b) TAAI
 - (c) USTAA
 - (d) UFTAA
6. The concept of hotel coupons was introduced by (CO3, K1)
- (a) Amex
 - (b) Cox and kings
 - (c) Thomas Cook
 - (d) Wells Fargo
7. Approval of which of the following organisations is required for starting a travel agency (CO3, K1)
- (a) ICAO
 - (b) ITDC
 - (c) TAAI
 - (d) IATA
8. Which of the following is an unescorted package tour? (CO4, K1)
- (a) FIT
 - (b) GTI
 - (c) SIT
 - (d) BIT
9. The scope of the travel agency business has _____ over the years (CO4, K1)
- (a) Increased
 - (b) Decreased
 - (c) Stagnated
 - (d) Remained the same
10. A traveller from India going for a holiday to Italy, is an example of _____ tourism (CO5, K1)
- (a) Inbound
 - (b) Outbound
 - (c) Domestic
 - (d) Circular

Part B

(5 × 5 = 25)

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

11. (a) Trace the history and growth of the travel trade business. (CO1, K2)

Or

- (b) Discuss the factors that have helped the emergence of mass tourism. (CO1, K2)

12. (a) Explain the sources of income for a travel agency. (CO2, K2)

Or

- (b) What are the requirements for setting up a full fledged travel agency? (CO2, K2)

13. (a) What is an itinerary? List out the types of itineraries. (CO3, K4)

Or

- (b) What are the Do's and Dont's of itinerary planning? (CO3, K4)

14. (a) How are tour packages classified? (CO4, K5)

Or

- (b) Analyse pricing strategies used in the creation of tour packages. (CO4, K5)

15. (a) List out the types and categories of tour guides. (CO5, K1)

Or

- (b) Explain the need for escort and guide services. (CO5, K2)

Part C

(5 × 8 = 40)

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

16. (a) Critically evaluate the types of travel agents and tour operators. (CO2, K4)

Or

- (b) Explain the linkages travel agents establish to develop their business. (CO2, K4)

17. (a) Analyse the roles and functions of a travel agent. (CO3, K5)

Or

- (b) Critically analyse how travel agents have diversified their business. (CO3, K5)

18. (a) What are the resources and steps involved in itinerary planning? (CO4, K2)

Or

- (b) Explain the tour formulation and designing process. (CO4, K2)

19. (a) Outline the concept of costing and highlight its relevance. (CO5, K5)

Or

- (b) Compare and contrast the tour packages of Thomas Cook and make my trip. (CO5, K5)

20. (a) Evaluate the significance of tour guide services. (CO4, K5)

Or

- (b) Evaluate the appointment and licensing process of tour guides. (CO4, K5)

R1153

Sub. Code

645401

M.B.A. DEGREE EXAMINATION, APRIL – 2024

Fourth Semester

Tourism Management

MANAGERIAL ECONOMICS FOR TOURISM

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

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

1. Globalization leads to the development in _____
(CO1, K1)
(a) population (b) economy
(c) education (d) death rate
2. Fiscal and Monetary Policy are related to _____
(CO2, K1)
(a) Fishing (b) Agriculture
(c) Finance (d) Government
3. There are _____ types of tourism demand.
(CO2, K1)
(a) one (b) two
(c) three (d) four

4. Planners and public agencies use tourism demand forecast to predict the _____ social effects of visitors. (CO3, K1)
- (a) economic (b) physical
(c) chemical (d) mathematical
5. _____ is the practice of identifying and reducing business expenses to increase profits. (CO2, K1)
- (a) cost control (b) cost reduction
(c) decision (d) behaviour
6. In _____, economics of scale are the cost advantages that enterprises obtain due to their scale of operation. (CO4, K1)
- (a) Micro economics (b) Macro economics
(c) Physics (d) Tamil
7. _____ is a market structure where a single seller assumes a dominant position. (CO1, K4)
- (a) Duopoly (b) Oligopoly
(c) Monopoly (d) Risk
8. Cost volume-profit analysis is a method of _____ that looks at the impact that varying levels of costs and volume have on operating profit. (CO4, K1)
- (a) Bank account
(b) Cost accounting
(c) Business accounting
(d) Managerial accounting
9. The multiplier effect measures the impact that a change in investment will have on _____ outcome. (CO5, K1)
- (a) Social (b) Political
(c) Cultural (d) Economic

10. Tax revenue is the income that is collected by government through _____ (CO5, K1)
- (a) Vaccination (b) One nation
(c) Taxation (d) Fixation

Part B (5 × 5 = 25)

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

11. (a) Write a short note on the nature of management economics. (CO1, K2)

Or

- (b) State the objectives of a firm. (CO2, K2)

12. (a) What is Griffon Paradox? (CO2, K4)

Or

- (b) Illustrate the measurement of tourism demand. (CO2, K4)

13. (a) Identify the cost output relationship. (CO4, K2)

Or

- (b) Construct the difference between Homogeneous and Homothetic production functions. (CO4, K2)

14. (a) Give a brief account of pricing decisions under monopoly. (CO3, K2)

Or

- (b) Assess the theory of profit by knight. (CO3, K2)

15. (a) Classify the economic impact of tourism. (CO4, K2)

Or

- (b) Interpret the contingency valuation method. (CO4, K2)

Part C

(5 × 8 = 40)

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

16. (a) Describe the managerial concepts. (CO2, K2)

Or

- (b) Give a detailed account of the role of Central Bank.
(CO2, K4)

17. (a) Elaborate on the types of tourism demand.
(CO2, K2)

Or

- (b) Explain the methods of precasting. (CO4, K5)

18. (a) Elucidate on the relevant costs for decision making.
(CO3, K4)

Or

- (b) Examine the cost behaviour and business decision.
(CO3, K4)

19. (a) Write an essay on the concept of profit (CO3, K4)

Or

- (b) Describe cost volume profit analysis. (CO3, K4)

20. (a) Simplify and explain the displacement effect.
(CO5, K5)

Or

- (b) Interpret the costs and benefits of tourism to community.
(CO5, K5)

R1154

Sub. Code

645402

M.B.A. DEGREE EXAMINATION, APRIL – 2024

Fourth Semester

Tourism Management

TRAVEL MEDIA AND PUBLIC RELATION

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** questions.

1. Which of the following forms of tints are NOT considered Travel writing. (CO1, K1)
 - (a) Guide Books
 - (b) Travel Diaries
 - (c) Adventure and Exploration literature
 - (d) Transcripts of speeches

2. A Travelogue is a _____. (CO1, K1)
 - (a) Written portrait of a person
 - (b) Critical analysis of a book
 - (c) Written experience
 - (d) None of these

3. Webcasting is _____. (CO2, K1)
- (a) Media presentation distributed over the internet
 - (b) Web design
 - (c) Web creation
 - (d) None of the above
4. Digital marketing is often referred to as _____. (CO2, K1)
- (a) Online marketing (b) Internet marketing
 - (c) Web marketing (d) All the above
5. What does it mean to be innovative? (CO3, K2)
- (a) A Creative idea that is realised
 - (b) Successful exploitation of new idea
 - (c) Change that creates a new dimension of performance
 - (d) All the above
6. Which of the following is NOT an example of a consumer technology. (CO3, K2)
- (a) Travel blogs (b) Online ordering
 - (c) Mass e-mailing (d) Social media
7. Which of the following is not a function of PR department. (CO4, K2)
- (a) Selling (b) Corporate communication
 - (c) Lobbying (d) Counselling

8. Which of the following is an essential aspect of Media relations in PR? (CO4, K2)
- (a) Creating advertisements for print media
 - (b) Sending press releases to journalists
 - (c) Managing internal communication
 - (d) Conducting customer surveys
9. We can freeze a fast-moving object by (CO5, K2)
- (a) Closing aperture
 - (b) Sharpening the focus
 - (c) Using tripod
 - (d) Increasing the shutter speed
10. The person who selects and places photographs in a publication is called a (CO5, K2)
- (a) Photo selector (b) News editor
 - (c) Photo setter (d) Photo editor

Part B (5 × 5 = 25)

Answer **all** questions.(not more than 500 words)

11. (a) What are the key concepts of Travel writing. (CO1, K1)

Or

- (b) Discuss the tone of travel writing for a travel Newsletter. (CO1, K1)

12. (a) Describe the role of E-media in destination marketing. (CO2, K1)

Or

- (b) What are the processes involved in a webcast. (CO2, K1)

13. (a) Write a note on innovation in travel and tourism. (CO3, K2)

Or

- (b) Explain the role of technology in making a travelogue. (CO3, K2)

14. (a) Explain the advantages of Publicity. (CO4, K2)

Or

- (b) Write a note on the importance of PR in travel and tourism. (CO4, K2)

15. (a) Discuss the importance of photography in tourism. (CO5, K2)

Or

- (b) Explain the function of the mirror in a DSLR camera. (CO5, K2)

Part C

(5 × 8 = 40)

Answer **all** questions. (not more than 1000 words)

16. (a) Choose a popular tourist destination of your choice and explain which features of it would appeal to audiences of travel articles. (CO1, K1)

Or

- (b) How do you start writing a guidebook? Give a detailed account. (CO1, K1)

17. (a) Give a detailed account on the impact of electronic media in tourism industry. (CO2, K1)

Or

- (b) Explain the significance of visual content marketing in the tourism sector. (CO2, K1)

18. (a) Give a detailed account of the emerging trends in the tourism industry that are redefining how tourist visit a destination. (CO3, K2)

Or

- (b) How have the internet, technology and mobile phones revolutionised the tourism industry? Explain in detail with suitable examples. (CO3, K2)

19. (a) Give a detailed account of the ethical issues and challenges of Public Relations. (CO4, K2)

Or

- (b) Discuss in detail the differences and similarities between public relations, advertising and publicity. (CO4, K2)

20. (a) Give a detailed note on Photo journalism and explain its importance for the tourism industry. (CO5, K2)

Or

- (b) Give an elaborate account on how to effectively use narrative photography. (CO5, K2)
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R1155

Sub. Code

645403

M.B.A. DEGREE EXAMINATION, APRIL – 2024

Fourth Semester

Tourism Management

ENTREPRENEURIAL INNOVATIONS IN TOURISM

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

Answer **all** the following objective type questions by choosing the correct answer.

1. A company is formed when: (CO1, K1)
 - (a) The enterprise is set up and run by one person but without any legal formalities
 - (b) A group of people get together informally to set up and run a business
 - (c) A group of people in the form of 'shareholders' contribute money to run a business, with legal formalities
 - (d) More than five persons get together to start and run a business

2. Entrepreneurship means (CO1, K1)
 - (a) Starting one's own business
 - (b) Facing risks of possible loss of failure
 - (c) Creating something new
 - (d) All the above

3. Entrepreneurship can increase the growth of tourism because (CO2, K1)
- (a) Tourism businesses are comparatively easy to set up, needing less finance and less expensive training
 - (b) Tourism is a highly specialized area needing high degrees of education
 - (c) Tourism businesses require absolutely no investment in training and money
 - (d) Tourism businesses are easy to manage
4. A business environment conducive to entrepreneurship should include (CO2, K1)
- (a) Training in the sciences
 - (b) Regulations reserving certain products/services for only MSMEs
 - (c) Regulations reserving certain products/service for only
 - (d) Freedom from unnecessary regulations and social values that encourage entrepreneurship
5. One difference between a pre-feasibility study and a business plan is that (CO3, K1)
- (a) The pre-feasibility study is for fund-raising, while a business plan shows if a business is likely to make a profit enough to survive
 - (b) The business plan is for fund-raising, while a pre-feasibility study shows if a business is likely to make a profit enough to survive
 - (c) There is no difference – both are the same
 - (d) Both are for raising funds but only prefeasibility studies will show you the legal form a business is taking

6. Choose the one element in the following that is not included in a business plan (CO3, K1)
- (a) Company strategy
 - (b) Description of business opportunity
 - (c) Ownership details
 - (d) Questionnaires
7. Incubation centres help entrepreneurs by (CO4, K1)
- (a) Providing access to funds, training, and facilities for trial of their products
 - (b) Conducting market research on behalf of shareholders
 - (c) Providing free legal aid
 - (d) Providing counselling services for those who are stressed by the demands of entrepreneurship
8. Venture capitalists are people/banks/other financial institutions who (CO4, K1)
- (a) Provide loans in exchange for collateral
 - (b) Set up small businesses
 - (c) Want to invest in small companies which are likely to grow
 - (d) All the above

9. Which of the following are institutions for the promotion and development of tourism? (CO5, K1)
- (a) Ministry of tourism (Union Government) and Tourism, Culture and Religious Endowments Department (Tamil Nadu Government)
 - (b) Ministry of Tourism and Ministry of endowments and forests (Union Government)
 - (c) Tourism, Culture and Religious Endowments Department (Union Government)
 - (d) Ministry of Tourism (Tamil Nadu Government)
10. Which of the following is not a way to evaluate the value of a business? (CO5, K1)
- (a) 'Times and earnings' method
 - (b) 'Assets minus liabilities' method
 - (c) 'Revenue and tax' method
 - (d) 'Stock value' method

Part B

(5 × 5 = 25)

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

11. (a) Explain concept of entrepreneurship. (CO1, K2)
- Or
- (b) Examine some of the emerging areas of entrepreneurship in the travel industry. (CO1, K2)
12. (a) Explain why monitoring the business environment is important for entrepreneurs. (CO2, K2)
- Or
- (b) Examine the entrepreneurial factors which affect tourism growth. (CO2, K4)

13. (a) Examine the importance of pre-feasibility studies to success in entrepreneurship. (CO3, K4)

Or

- (b) Examine the marketing aspects of a business plan. (CO3, K4)

14. (a) Explain the importance of small-scale industries in the tourism sector in India. (CO4, K2)

Or

- (b) Discuss the challenges faced in launching tourism products. (CO4, K6)

15. (a) Construct a framework for evaluating a tourism business. (CO5, K6)

Or

- (b) Discuss the major innovation in tourism business management today. (CO5, K6)

Part C (5 × 8 = 40)

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

16. (a) Explain the skills needed to be successful in entrepreneurship. Illustrate with example from tourism. (CO1, K2)

Or

- (b) Compare and contrast the different types of entrepreneurs. (CO1, K2)

17. (a) Outline the facilities available for entrepreneurial development and training for those who want to set up enterprises in India. (CO2, K2)

Or

- (b) Examine the role of family and society in entrepreneurship. (CO2, K4)

18. (a) Distinguish the various parts of a business plan and explain their importance. (CO3, K4)

Or

- (b) Examine the problems faced by entrepreneurs in preparing business plans. (CO3, K4)

19. (a) Show the ways in which an entrepreneur may mobilize financial resources for his business. (CO4, K2)

Or

- (b) Explain the stages of operations planning. (CO4, K2)

20. (a) Discuss the ways of rehabilitation of sick tourism business. (CO5, K6)

Or

- (b) Elaborate on the organizational framework for promotion and development of tourism. (CO5, K6)

R1156

Sub. Code

645404

M.B.A. DEGREE EXAMINATION, APRIL – 2024

Fourth Semester

Tourism Management

CUSTOMER RELATIONSHIP MANAGEMENT

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

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

1. Expand RFM. (CO1, K2)
 - (a) Return on Investment
 - (b) Recency, Frequency, Monetary
 - (c) Reservation and Flight Management
 - (d) Resource Flow Modeling

2. Identify the benefit of implementing CRM in the tourism industry. (CO1, K2)
 - (a) Decreased customer engagement
 - (b) Increased customer churn
 - (c) Improved customer retention
 - (d) Limited use of technology

3. In CRM terminology, what is meant by the “Customer lifecycle” (CO2, K2)
- (a) The duration of a customer’s vacation
 - (b) The geographical locations of customer
 - (c) The number of purchases made by a customers
 - (d) The stages of customer goes through with a brand
4. In a CRM database, a set of information stored in a row of the database and pertaining to one customer is called _____ (CO2, K2)
- (a) Cluster (b) Record
 - (c) Factor (d) Flow
5. A _____ is an organized collection of detailed information about individual customer or prospects that is accessible, actionable and current for marketing purpose such as lead generation and others? (CO3, K2)
- (a) Customer database
 - (b) Customer making list
 - (c) Business database
 - (d) None of the above
6. The marketing messages committed to customers wishes a part of _____. (CO3, K2)
- (a) Permission marketing
 - (b) Activity marketing
 - (c) Supplier marketing
 - (d) None of the above

7. In relationship marketing, orientation is on _____.
(CO4, K2)

- (a) Product cost (b) Product benefits
- (c) Product price (d) Product features

8. _____ can be used to recognize the key components of customer service and to develop service segments.
(CO4, K2)

- (a) Market segmentation
- (b) Market strategy
- (c) Market research
- (d) Activity marketing

9. _____ is a combination of characteristics or qualities that form an individual's distinctive character.
(CO5, K3)

- (a) Behavior (b) Personality
- (c) Attitude (d) Interpersonal skill

10. _____ enhances personality traits and lifts personality to a more attractive level both in personal as well as professional area of life.
(CO5, K3)

- (a) Communication (b) Personality development
- (c) Positive Attitude (d) Interpersonal skill

Part B

(5 × 5 = 25)

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

11. (a) Define customer relationship management and explain its elements. (CO1, K2)

Or

- (b) Examine customer relationship management as a business strategy. (CO1, K2)

12. (a) Explain the ethics and legalities of data use. (CO2, K2)

Or

- (b) Classify the customer information databases. (CO2, K2)

13. (a) Narrate the value of complaints to an organization. (CO3, K2)

Or

- (b) Discuss the feedback mechanism. (CO3, K2)

14. (a) Explain the elements to be considered before pricing. (CO4, K2)

Or

- (b) Narrate the significance of balancing demand and capacity. (CO4, K2)

15. (a) Classify the ways of greeting a customer in service industry. (CO5, K3)

Or

- (b) Explain the ways of developing positive attitude. (CO5, K3)

Part C

(5 × 8 = 40)

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

16. (a) Identify and describe various mechanisms or channels through which organizations can collect customer feedback. (CO1, K2)

Or

- (b) Explain how customer complaints can provide valuable insights and opportunities for organizational improvement. (CO1, K2)

17. (a) Explain the concept of Market Basket Analysis (MBA) in the tourism industry and its role in increasing revenue. (CO2, K2)

Or

- (b) Illustrate the strategies involved in building effective relationship with customers in the tourism sector. (CO2, K2)

18. (a) Outline the four step process organizations can follow to effectively manage and utilize customer feedback. (CO3, K2)

Or

- (b) Evaluate popular strategies used by service organizations to meet customer demand and maintain service quality. (CO3, K2)

19. (a) Describe the intangible nature of services impacts the definition and design of the service product. (CO4, K2)

Or

- (b) Discuss the factors that influence pricing strategies in the service industry and their impact on customer perception. (CO4, K2)

20. (a) Illustrate the impact of a genuine smile in customer perceptions and satisfaction. (CO5, K3)

Or

- (b) Explain the benefits of regular self-evaluation for customer service representatives in improving their skills. (CO5, K3)
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R1157

Sub. Code

645505

M.B.A. DEGREE EXAMINATION, APRIL – 2024

Fourth Semester

Tourism Management

Elective — TOUR GUIDE 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. FIT means ————— (CO1, K1)
 - (a) Free Individual Tours
 - (b) Free Individual Trip
 - (c) Free Indigenous Tours
 - (d) Free Independent Tours

2. Docents are also known as ————— (CO2, K1)
 - (a) Free Guides
 - (b) Volunteer Guides
 - (c) Local Guides
 - (d) Professional Guides

3. A tour accompanied by qualified, trained and experienced tour managers or guides is called _____ (CO1, K1)
- (a) Independent Tour
 - (b) Incentivized Tour
 - (c) Escorted your
 - (d) Hosted Tour
4. The _____ is a travel plan that includes all details such as the route of the trip, distance, travel time, activities, accommodation type and mode of transportation. (CO1, K1)
- (a) Itinerary
 - (b) Tour
 - (c) Package
 - (d) Travel book
5. Guides who specialize in urban regions or cities are known as _____ (CO2, K1)
- (a) Modern Guides
 - (b) Tour Guides
 - (c) Rural Guides
 - (d) Urban Guides
6. The qualities and behaviours, or actions displayed for interactive with other people is called _____ (CO3, K1)
- (a) Communication skills
 - (b) Leadership skills
 - (c) Interpersonal skills
 - (d) Escort skills

7. The _____ is a natural site. (CO3, K1)
(a) Khajuraho (b) Kaziranga
(c) Kanchipuram (d) Konarak
8. A _____ is a tour guide's client. (CO3, K1)
(a) Tourist (b) Leader
(c) Officer (d) Escort
9. The expansion of WFTGA is _____ (CO4, K1)
(a) World Federation of Tourist Guide Association
(b) World Federation of Travel Guide Association
(c) World Federal Travel Guide Association
(d) World Federation of Tourist General Association
10. Tour Guides who are eligible to operate within state are provided license by _____ (CO5, K1)
(a) TTDC (b) STDC
(c) ITDC (d) ITC

Part B (5 × 5 = 25)

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

11. (a) Write a note on the different types of tour guides. (CO1, K2)

Or

- (b) Give an illustration of conducting a religious tour by a tour guide. (CO2, K2)

12. (a) “Tour Guide can build the image of the destination with his knowledge” — Comment. (CO2, K4)

Or

- (b) Discuss the importance of tour coordination with the clients in organizing a tour. (CO2, K4)

13. (a) Examine the skills required for a tour guide while leading the tourists. (CO4, K2)

Or

- (b) Describe the importance of posture and presentation skills of a tour guide. (CO4, K2)

14. (a) Identify the characteristics of natural sites. (CO3, K2)

Or

- (b) Outline the importance of Tour Commentary Composition. (CO3, K2)

15. (a) Explain the significance of Feedback Assessment and Analysis in tour guiding and escorting services. (CO4, K2)

Or

- (b) Bring out the differences between a tour guide and a tour manager. (CO4, K2)

Part C

(5 × 8 = 40)

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

16. (a) Explain in detail the appointment and licensing process of tour guides. (CO2, K2)

Or

- (b) Summarize the process of conducting a tour at sacred places and places of historical importance. (CO2, K4)

17. (a) Describe the importance of personality development as a part of tour guiding. (CO2, K4)

Or

- (b) Prepare an itinerary around Kerala for four nights and five days for a group from Europe. (CO4, K5)

18. (a) Describe in detail the responsibilities of a tour guide. (CO3, K4)

Or

- (b) Discuss the method of Tour Coordination with main office by a tour guide while conducting tours. (CO3, K4)

19. (a) Illustrate the characteristics of historical sites. (CO3, K4)

Or

- (b) Enumerate the leadership skills a person should possess in the profession of tour guiding. (CO3, K4)

20. (a) Outline the various escorting services in tour guiding. (CO5, K5)

Or

- (b) Elaborate on the importance of tour interpretation while guiding young and disabled people. (CO5, K5)
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R1158

Sub. Code

645508

M.B.A. DEGREE EXAMINATION, APRIL – 2024

Fourth Semester

Tourism Management

**Elective – CRISIS AND DISASTER MANAGEMENT IN
TOURISM**

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

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

1. What are the consequences of disaster on the society?
(CO1, K1)
 - (a) Loss of Life
 - (b) Damage to property
 - (c) Environmental damage
 - (d) All of the above

2. _____ is the major disaster management related activity.
(CO1, K1)
 - (a) Preparedness
 - (b) Damage assessment
 - (c) Medical assistance
 - (d) Environmental damages

3. Disaster management plan was launched by Ministry of Home Affairs in the year _____. (CO2, K5)
- (a) 2006 (b) 2016
(c) 2010 (d) 1996
4. Which of the following is not a man-made hazard? (CO2, K5)
- (a) Leakage of toxic waste
(b) Environmental pollution
(c) Wars and Civil strife
(d) Drought
5. Disaster Management does not includes (CO3, K5)
- (a) Rehabilitation
(b) Reconstruction
(c) Assistance
(d) Mitigation
6. The National Disaster Management Authority (NDMA) is headed by _____. (CO3, K5)
- (a) President of India
(b) Prime Minister of India
(c) Governor of States
(d) Chief Minister of States

7. What are the important measures to be taken in community level of disaster preparedness? (CO4, K2)
- (a) Increased awareness
 - (b) Provision of early and timely warning
 - (c) Land use planning
 - (d) All of the above
8. _____ is the major mitigation measure of crisis and disaster. (CO4, K2)
- (a) Public mitigation measures
 - (b) Damage assessment
 - (c) Search and rescue
 - (d) Preventive measure
9. _____ is the Nodal Ministry at the centre for coordinating disaster management activities for all natural disaster except drought. (CO5, K4)
- (a) Ministry of Home Affairs
 - (b) Ministry of Crisis Management
 - (c) Ministry of Health and Family Welfare
 - (d) Ministry of Disaster Mitigation
10. _____ is the first to respond and help when a disaster strikes. (CO5, K4)
- (a) Affected Community members
 - (b) N.G.O.
 - (c) Local administration
 - (d) Local community members

Part B

(5 × 5 = 25)

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

11. (a) Define crisis management with examples. (CO1, K1)

Or

- (b) Outline the importance of crisis management and crisis communication. (CO1, K1)

12. (a) Explain various types of crisis in tourism industry. (CO2, K5)

Or

- (b) Assess crisis management cycle with examples. (CO2, K5)

13. (a) Compare and discuss natural and manmade disasters. (CO3, K5)

Or

- (b) Evaluate the policies related to disaster management in India. (CO3, K5)

14. (a) Summarize the economic impact of natural disasters in tourism industry. (CO4, K2)

Or

- (b) Write short note on disaster risk reduction in tourism. (CO4, K2)

15. (a) Classify the factors contributing to the tourism behaviour during crisis and disasters. (CO5, K4)

Or

- (b) Examine the effects of crisis and natural disasters in global tourism. (CO5, K4)

Part C

(5 × 8 = 40)

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

16. (a) Describe the characteristics of different types of crisis events. (CO1, K1)

Or

- (b) How crisis management planning will help during a crisis? (CO1, K1)

17. (a) Determine the importance of risk assessment in tourism. (CO2, K5)

Or

- (b) Evaluate the list of possible learnings from previous mistakes in crisis management with examples. (CO2, K5)

18. (a) Determine the ways in which crisis communication may help during extreme events. (CO3, K5)

Or

- (b) Evaluate the functions of geoinformatics in disaster management. (CO3, K5)

19. (a) Write an essay on disaster planning and management in India. (CO4, K2)

Or

- (b) Explain the ways to mitigate earthquake impact on affected destination and promote tourism. (CO4, K2)

20. (a) Interpret the policies developed regarding disaster management in tourism. (CO5, K4)

Or

- (b) Give a detailed account on the sustainability crisis caused due to tourism activities. (CO5, K4)
-