

**R2176**

**Sub. Code**

**645101**

**M.B.A. DEGREE EXAMINATION, NOVEMBER – 2024**

**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 type questions by choosing the correct option.

1. \_\_\_\_\_ is not among the eight steps in the decision making process. (CO1, K2)
  - (a) Identifying the problem
  - (b) Analyzing alternative solutions
  - (c) Implementing the decision
  - (d) Delegating the decision making
2. “\_\_\_\_\_ are social inventions for accomplishing goals through group efforts” (CO1, K2)
  - (a) Management      (b) Organization
  - (c) Leadership      (d) Behavior
3. In which organizational form are there dual or multiple lines of authority? (CO2, K2)
  - (a) Matrix      (b) Modular
  - (c) Multidivisional      (d) Decentralized

4. \_\_\_\_\_ is a managerial function of personnel management. (CO2, K2)
- (a) Compensating (b) Integrating  
(c) Directing (d) Developing
5. IF and THEN relationship is used to understand \_\_\_\_\_ theory. (CO3, K2)
- (a) Scientific approach  
(b) Contingency approach  
(c) Process approach  
(d) System approach
6. According to Gary Johns, “ \_\_\_\_\_ are social inventions for accomplishing goals through group efforts”. (CO3, K2)
- (a) Behavior (b) Management  
(c) Leadership (d) Organization
7. “ \_\_\_\_\_ is the complex of forces steering and keeping a person at work in an organization” (CO4, K2)
- (a) Motivation (b) Training  
(c) Retention (d) Organization
8. Developing skills that would enhance our body’s adjustment when we are subjected to the pressures of life is \_\_\_\_\_. (CO4, K2)
- (a) Conflict management  
(b) Stress management  
(c) Attitude management  
(d) Perception management
9. Anxiety, unpleasant feeling, low performance, etc. are characteristics of \_\_\_\_\_. (CO5, K2)
- (a) Positive stress (b) Environmental stress  
(c) Negative stress (d) Emotional stress

10. Group brainstorming encourages all of the following except \_\_\_\_\_ (CO5, K2)
- (a) Analysis alternatives
  - (b) Motivation
  - (c) Convergent thinking
  - (d) Group understanding

**Part B**

(5 × 5 = 25)

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

11. (a) Discuss the nature, scope and functions of planning. (CO1, K2)

Or

- (b) Write short notes on the contributions of F.W. Taylor to organizational behaviour. (CO1, K2)

12. (a) Examine the principles and theories of organization. (CO2, K2)

Or

- (b) Simplify and mention the difference between centralization and decentralization. (CO2, K2)

13. (a) Write a note on the need and importance of organizational behaviour. (CO3, K2)

Or

- (b) Distinguish the various models of organizational behaviour. (CO3, K2)

14. (a) Give a detailed account on the definitions and meaning of motivation. (CO4, K2)

Or

- (b) Write short notes on the components of learning process and its theories. (CO4, K2)

15. (a) Evaluate the group norms and its types. (CO5, K2)

Or

- (b) Give an elaborate account on the impact of group conflict on organizational behaviour. (CO5, K2)

**Part C**

(5 × 8 = 40)

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

16. (a) Outline the components of planning in detail. (CO1, K2)

Or

- (b) Explain the importance of decision-making process under the conditions of certainty and uncertainty. (CO1, K2)

17. (a) Explain in detail the principles of staffing. (CO2, K2)

Or

- (b) Interpret the techniques of directing with examples. (CO2, K2)

18. (a) Give a detailed account on the approaches in organizational behaviour. (CO3, K2)

Or

- (b) Examine the future of organizational behaviour. (CO3, K2)

19. (a) Distinguish in detail the various types of values and their significance. (CO4, K2)

Or

- (b) Write an essay on different types of motivation. (CO4, K2)

20. (a) Give a detailed account on the formation and development of group. (CO5, K2)

Or

- (b) Interpret the ways of handling group conflict and its advantages. (CO5, K2)

<b>R2177</b>
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<b>Sub. Code</b>
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<b>645102</b>
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**M.B.A. DEGREE EXAMINATION, NOVEMBER – 2024**

**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 type questions by choosing the correct option.

1. \_\_\_\_\_ is the act and process of spending time away from home in pursuit of recreation, relaxation and pleasure while making use of the commercial provision of services. (CO1, K1)  
(a) Ayurveda                      (b) Tourism  
(c) Bunjee Jumping      (d) Entertainment
2. Which of the following is NOT an element of tourism (CO2, K1)  
(a) bread and biscuit  
(b) science attractions  
(c) historical factors  
(d) amenities
3. Travelling for the purpose of learning about cultures or aspects of cultures is (CO2, K1)  
(a) Ethnic tourism      (b) VFR  
(c) Mass tourism      (d) Cultural tourism

4. Mill Mouoson's Tourism policy model was framed in the year (CO3, K1)
- (a) 1983 (b) 1984
- (c) 1985 (d) 1986
5. Eco-tourist is interested to visit a destination where there is (CO2, K1)
- (a) Rich wildlife wealth
- (b) Unique wildlife species
- (c) Relatively unspoilt natural environment
- (d) Dense forest
6. IATA stands for (CO4, K1)
- (a) International Air Transport Association
- (b) Indian Air Transport Association
- (c) Intermittent Air Travel Association
- (d) Indian Air Travel Association
7. The full form of UNWTO is a (CO4, K1)
- (a) United Nations Welfare and Tourism Organization
- (b) United Nations World Tourism Organization
- (c) United National World Travel Organization
- (d) Union National World Tourism Organization
8. Which among the following is not a function of ministry of Tourism (India)? (CO4, K1)
- (a) Infrastructure and product development
- (b) Research analysis, monitoring and evaluation co-operation and external assistance
- (c) Approval and classification of hotels and restaurants
- (d) Recruitment of staff for various tourism Institutes

9. The government of India realizing the need for a national tourism policy announced the first tourism policy in (CO5, K1)
- (a) 1962 (b) 1972  
(c) 1982 (d) 1992
10. World Tourism Day is observed on \_\_\_\_\_ (CO5, K1)
- (a) 27<sup>th</sup> September (b) 7<sup>th</sup> August  
(c) 25<sup>th</sup> September (d) 14<sup>th</sup> July

**Part B** (5 × 5 = 25)

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

11. (a) Discover the elements of Tourism. (CO1, K3)

Or

- (b) Identify the travel motivators. (CO1, K3)

12. (a) Elaborate on the importance of medical tourism. (CO2, K6)

Or

- (b) Estimate the ideals of responsible tourism. (CO2, K6)

13. (a) Evaluate Leiper's geo spatial model in tourism system. (CO3, K5)

Or

- (b) Measure push and pull factor in tourism industry. (CO3, K5)

14. (a) Describe the role and function of IATA. (CO4, K1)

Or

- (b) Name the activities of airport authority of India. (CO4, K1)

15. (a) What were the outcomes of National Action Plan of 1992? (CO5, K1)

Or

- (b) Describe the important features of tourism policy of government of India. (CO5, K1)

**Part C**

(5 × 8 = 40)

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

16. (a) Identify the classification of tourist. Give examples. (CO1, K3)

Or

- (b) Identify the various types of tourism. (CO1, K3)

17. (a) Trace the history of tourism through the ages. (CO2, K6)

Or

- (b) Discuss the impact of industrial revolution on tourism industry. (CO2, K6)

18. (a) Assess Butler's tourism area life cycle model. (CO3, K5)

Or

- (b) Measure demand and supply in tourism. (CO3, K5)

19. (a) Describe the significance of State Development Tourism Corporation in promoting tourism. (CO4, K1)

Or

- (b) What are the functions of DGCA? (CO4, K1)

20. (a) List the action taken during the 12<sup>th</sup> Five Year Plan with regard to tourism in India. (CO5, K1)

Or

- (b) List the global emerging tourist destination. Give examples. (CO5, K1)



<b>R2178</b>
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<b>Sub. Code</b>
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<b>645103</b>
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**M.B.A. DEGREE EXAMINATION, NOVEMBER – 2024**

**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 objective type questions by choosing the correct option.

1. Any income arising from special fund will be credited to  
(CO1, K2)
  - (a) General fund in the Balance sheet
  - (b) Receipt and Payment account
  - (c) Income and Expenditure account
  - (d) Special fund in the Balance sheet
2. Goods bought for 25,000 passed through sales day book will result in  
(CO1, K2)
  - (a) No effect on gross profit
  - (b) Decrease in gross profit
  - (c) Decrease in net profit
  - (d) Increase in gross profit

3. Time value of money supports the comparison of cash flows recorded at different time period by (CO2, K3)
- (a) Discounting all cash flows to a common point of time
  - (b) Compounding all cash flows to a common point of time
  - (c) Using either (a) or (b)
  - (d) None of the above
4. The excess of the present value of benefits over the present value of costs of a course of (CO2, K3)
- (a) Payoff
  - (b) Benefits
  - (c) Wealth
  - (d) All the Above
5. Why do we always see that the price of share capital in equity is always more than the overall debt amount (CO3, K3)
- (a) This is because equity stakes are not readily sellable in the open market
  - (b) Equity shares are not meant for providing a constant dividend rate
  - (c) Debts are relatively safer than equity stakes
  - (d) There is a generalized opinion that equity offers lower face value compared to that debenture on the majority of occasions
6. Choose the factor(s) that call be internally controlled by a company to govern the cost of capital incurred over its assets. (CO3, K3)
- (a) Capital structure targets
  - (b) Periodic debt service charges
  - (c) Policies designed specifically for investors
  - (d) None of the above options

7. Why is evaluating Capital Budgeting decisions based on cash flows? (CO4, K6)
- (a) Cash is more important for an organisation than profits
  - (b) Cash flows are much easier to calculate compared to profits
  - (c) Both (a) and (b) are incorrect
  - (d) Both (a) and (b) are correct
8. Which of the following is true for a project with a shorter payback period? (CO4, K6)
- (a) The project will have more Net Present Value
  - (b) The project will have less Net Present Value
  - (c) The project carries a greater amount of risk
  - (d) The project carries a lesser amount of risk
9. Positive working capital means that \_\_\_\_\_. (CO5, K4)
- (a) The company can pay off its long-term liabilities
  - (b) The company can select profitable projects
  - (c) The company is unable to meet its short-term liabilities
  - (d) The company can pay off its short-term liabilities
10. Contingencies are \_\_\_\_\_. (CO5, K4)
- (a) Added to gross working capital
  - (b) Deducted from gross working capital
  - (c) It is considered in accounts only
  - (d) None of the above

**Part B**

(5 × 5 = 25)

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

11. (a) How does the concept of Debit and Credit function?  
(CO1, K2)

Or

- (b) What distinguishes accounts payable from accounts receivable?  
(CO1, K2)
12. (a) Explain the importance of Time Value of Money?  
(CO2, K3)

Or

- (b) What are the various compounding principles for finding the time value of money?  
(CO2, K3)
13. (a) Discuss the importance of assigning weights to different components for performance appraisal.  
(CO3, K3)

Or

- (b) Elucidate on the Cost of Preference Shares.  
(CO3, K3)
14. (a) Describe the primary difference between a static budget and a flexible budget.  
(CO4, K6)

Or

- (b) Describe how a cash budget is prepared and on what basis.  
(CO4, K6)
15. (a) What is working capital? How do you calculate it, and why is it important?  
(CO5, K4)

Or

- (b) How do you evaluate a capital investment?  
(CO5, K4)

**Part C**

(5 × 8 = 40)

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

16. (a) Give a detailed account on the Limitations or Disadvantages of the Double Entry System?  
(CO1, K2)

Or

- (b) Give a detailed account on Different Types of Costs?  
(CO1, K2)

17. (a) Explain in detail the principles of financial management including the associated concepts and their implications.  
(CO2, K3)

Or

- (b) Explain in detail the important functions of Finance.  
(CO2, K3)

18. (a) What determines whether to use the dividend growth model approach or the Capital Asset Pricing Model approach?  
(CO3, K3)

Or

- (b) Explain why there is a cost of retained earnings.  
(CO3, K3)

19. (a) Explain what the goal is behind developing a new budget.  
(CO4, K6)

Or

- (b) Give a detailed account of the framework within which budget decisions are made.  
(CO4, K6)

20. (a) A shipment of inventory arrives damaged. What steps would you take to determine the extent of the damage and how would you handle the situation to ensure that customer's are not impacted? (CO5, K4)

Or

- (b) What is the purpose of holding inventory? Could you also name several types of inventories and describe their purposes? (CO5, K4)
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**R2179**

**Sub. Code**

**645104**

**M.B.A. DEGREE EXAMINATION, NOVEMBER – 2024**

**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. The \_\_\_\_\_ serve as a natural barrier keeping India from the cold winds of the north. (CO1, K2)  
(a) Himalayas (b) Vindhyas  
(c) Satpuras (d) Western Ghats
2. \_\_\_\_\_ is called the rice bowl of Tamil Nadu. (CO1, K2)  
(a) Trichy (b) Coimbatore  
(c) Thanjavur (d) Erode
3. India has a \_\_\_\_\_ climate. (CO2, K2)  
(a) Temperate (b) Tropical  
(c) Cold (d) Dry
4. The \_\_\_\_\_ forest occupies the majority of the land. (CO2, K2)  
(a) Amazon (b) Steppes  
(c) Tundra (d) Sahara

5. The latitudes are imaginary lines that are \_\_\_\_\_  
represented on the globe. (CO3, K4)  
(a) Vertical (b) Horizontal  
(c) Diagonal (d) Adjacent
6. Altitude is the height above the \_\_\_\_\_ level.  
(CO3, K4)  
(a) river (b) waterfalls  
(c) sea (d) hill
7. \_\_\_\_\_ transport is the fastest and most  
convenient transport. (CO4, K2)  
(a) Road (b) Rail  
(c) Air (d) Water
8. The first National Highway was laid between Mumbai to  
\_\_\_\_\_. (CO4, K2)  
(a) Goa (b) Thane  
(c) Maharashtra (d) Allahabad
9. The Great Wall is located in \_\_\_\_\_. (CO5, K6)  
(a) Japan (b) France  
(c) Italy (d) China
10. The Genting High lands are located in \_\_\_\_\_.  
(CO5, K6)  
(a) Brazil (b) Hawaii  
(c) Malaysia (d) Maldives

**Part B** (5 × 5 = 25)

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

11. (a) Classify the physical features of India. (CO1, K2)  
Or  
(b) Examine the energy sources in India. (CO1, K2)



12. (a) Illustrate the wild life of Africa. (CO2, K2)

Or

- (b) Relate the climate of North Africa with West Africa.  
(CO2, K4)

13. (a) Compare latitudes and longitudes. (CO3, K4)

Or

- (b) Interpret on GMP Variation. (CO3, K4)

14. (a) Outline the significance of the Global Indicators.  
(CO4, K2)

Or

- (b) Examine ocean transport networks. (CO4, K6)

15. (a) Assess the tourist potential in Hawaii. (CO5, K6)

Or

- (b) Evaluate the tourism resources in Switzerland.  
(CO5, K6)

**Part C** (5 × 8 = 40)

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

16. (a) Explain the natural vegetation and wild life in India.  
(CO1, K2)

Or

- (b) Summarise on urbanization and population distribution in India.  
(CO1, K2)

17. (a) Examine wild life of Africa. (CO2, K2)

Or

(b) Interpret on the climate and vegetation of Antartica. (CO2, K4)

18. (a) Classify GIS and Remote Sensing in detail. (CO3, K4)

Or

(b) Compare concept of elapsed time and flying time. (CO3, K4)

19. (a) Explain IATA Areas and Sub Areas. (CO4, K2)

Or

(b) Summarise on the transport systems in India. (CO4, K2)

20. (a) Determine the tourist potential in Sri Lanka. (CO5, K6)

Or

(b) Justify how Hong Kong serves as a popular tourist destination. (CO5, K6)

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<b>R2180</b>
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<b>Sub. Code</b>
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<b>645105</b>
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**M.B.A. DEGREE EXAMINATION, NOVEMBER – 2024**

**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 type questions by choosing the correct option.

1. Which of the following is not a characteristic of tourism products? (CO1, K3)
  - (a) Intangibility
  - (b) Perishability
  - (c) Ownership
  - (d) Inseparability
  
2. \_\_\_\_\_ type of tourism focuses on visiting historical buildings and monuments. (CO1, K3)
  - (a) Natural Heritage Tourism
  - (b) Cultural Heritage Tourism
  - (c) Adventure Tourism
  - (d) Eco-tourism

3. \_\_\_\_\_ national park in India is known for its population of Asiatic lions? (CO2, K6)
- (a) Kaziranga National Park
  - (b) Sundarban National Park
  - (c) Ranthambore National Park
  - (d) Gir National Park
4. The Ajanta and Ellora caves, known for its ancient cave drawings, are located in \_\_\_\_\_ Indian state. (CO2, K6)
- (a) Maharashtra
  - (b) Tamil Nadu
  - (c) Karnataka
  - (d) Madhya Pradesh
5. \_\_\_\_\_ is part of the Golden Triangle Circuit in India. (CO3, K5)
- (a) Mumbai, Pune, Nashik
  - (b) Delhi, Agra, Jaipur
  - (c) Chennai, Mahabalipuram, Kanchipuram
  - (d) Kolkata, Darjeeling, Gangtok
6. \_\_\_\_\_ includes Bandhavgarh and Kanha National Parks. (CO3, K5)
- (a) Himalayan circuit
  - (b) Coastal circuit
  - (c) Wildlife circuit
  - (d) Eco-Tourism circuit

7. \_\_\_\_\_ of the following is a famous adventure sports destinations in India. (CO4, K1)
- (a) Rishikesh (b) Jaipur  
(c) Agra (d) Chennai
8. Which amusement park is located in Chennai? (CO4, K1)
- (a) Essel world (b) Wonderla  
(c) Adlabs Imagica (d) MGM Dizzee World
9. Which Indian state is known for its rural tourism initiatives in villages like Hodka? (CO5, K1)
- (a) Maharashtra (b) Gujarat  
(c) West Bengal (d) Odisha
10. \_\_\_\_\_ is a popular golf tourism destination in India. (CO5, K1)
- (a) Shimla (b) Jaipur  
(c) Delhi (d) Bengaluru

**Part B**

(5 × 5 = 25)

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

11. (a) Explain tourism products and list their main characteristics. (CO1, K3)

Or

- (b) Illustrate the stages of evolution of cultural heritage of India. (CO1, K3)

12. (a) Explain and elaborate wildlife sanctuaries and its primary purpose. (CO2, K6)

Or

- (b) Write a brief note on the significance of Back waters in boosting Kerala Tourism. (CO2, K6)

13. (a) Evaluate the importance of the Chota Char Dham Circuit. (CO3, K5)

Or

- (b) Explain the concept of a heritage circuit with an example. (CO3, K5)

14. (a) Discuss the popular Amusement Parks located in Tamil Nadu. (CO4, K1)

Or

- (b) Give a short note on Palace on wheels. (CO4, K1)

15. (a) Describe MICE tourism with examples. (CO5, K1)

Or

- (b) Define camping tourism. Mention its scope in India. (CO5, K1)

**Part C**

(5 × 8 = 40)

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

16. (a) Explain and elucidate the architectural features and historical significance of Chettinadu Heritage Homes. (CO1, K3)

Or

- (b) Evaluate the role of heritage management organizations in the conservation and promotion of heritage sites. (CO1, K3)
17. (a) Analyse the impact of mountain and hill tourist destinations on local communities and ecosystems in India. (CO2, K6)

Or

- (b) Explain the differences between wildlife sanctuaries, national parks and biosphere reserves in India. (CO2, K6)
18. (a) Discuss the importance of inter-state and intra-state tourism circuits in promoting regional tourism in India. (CO3, K5)

Or

- (b) Assess the key features and attractions of the pilgrimage circuit. (CO3, K5)
19. (a) Describe the impact of commercial attractions on Urban tourism with examples. (CO4, K1)

Or

- (b) What is supplementary accommodation? Describe the role and significance of supplementary accommodation in tourism sector. (CO4, K1)

20. (a) Discuss the role of golf tourism in promoting India's tourism industry with a focus on Bengaluru.  
(CO5, K1)

Or

- (b) Write a detailed account of medical tourism with special reference to Chennai and its contributions to the city's economy.  
(CO5, K1)
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<b>R2181</b>
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<b>Sub. Code</b>
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<b>645301</b>
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**M.B.A. DEGREE EXAMINATION, NOVEMBER – 2024**

**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 objective type questions by choosing the correct option.

1. A vital resource for itinerary planning is (CO2, K2)
  - (a) Extensive marketing budget
  - (b) Detailed knowledge of local customs
  - (c) Access to exclusive tourist attractions
  - (d) Understanding of travellers' preferences and needs
2. Which of the following is a must in itinerary preparation? (CO1, K1)
  - (a) Limiting options for activities and attractions
  - (b) Ignoring safety considerations
  - (c) Providing flexibility for unforeseen circumstances
  - (d) Overbooking accommodations and tours

3. The essential component of package tours is (CO1, K1)
- (a) Flexibility in itinerary planning
  - (b) Limited accommodation options
  - (c) Inclusion of transportation and accommodation
  - (d) Exclusion of guided tours
4. Special Interest Tours (SITs) are primarily designed for (CO2, K2)
- (a) Large groups of tourists
  - (b) Tourists with no specific interests
  - (c) Tourists with particular hobbies or interests
  - (d) Budget-conscious travellers
5. The components included in tour costs are (CO1, K1)
- (a) Transportation and accommodation only
  - (b) Accommodation and food only
  - (c) Transportation, accommodation, meals and other expenses
  - (d) Transportation and entertainment only
6. The primary objective of tour pricing strategies is (CO2, K2)
- (a) To maximize profits without considering customer satisfaction
  - (b) To provide the lowest possible prices regardless of quality
  - (c) To balance customer value with profitability
  - (d) To disregard market trends and competitor pricing

7. What is a standard procedure for pickup and drop during a package tour? (CO1, K1)
- (a) Arriving at different times for pickup and drop
  - (b) Using unmarked vehicles for transportation
  - (c) Providing clear instructions and designated meeting points
  - (d) Changing pickup and drop locations frequently
8. An essential step in crisis management during a tour is (CO2, K2)
- (a) Ignoring feedback from guests
  - (b) Waiting for issues to resolve themselves
  - (c) Providing timely communication and support
  - (d) Blaming service providers for any problems
9. One of the important aspects of group control and setting limits during a tour (CO1, K1)
- (a) Allowing tourists to dictate the schedule
  - (b) Establishing clear rules and boundaries
  - (c) Ignoring disruptive behaviour
  - (d) Avoiding communication with group members
10. What is a crucial skill for handling emergency situations during a tour? (CO2, K2)
- (a) Ignoring the emergency and hoping it resolves itself
  - (b) Remaining calm and providing clear instructions
  - (c) Panicking and causing further distress to tourists
  - (d) Assigning blame to others for the emergency

**Part B**

(5 × 5 = 25)

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

11. (a) Define itinerary planning and discuss the different types of itineraries commonly used by tour operators. (CO1, K1)

Or

- (b) Describe the essential steps involved in itinerary planning. (CO1, K2)

12. (a) Elaborate on the formation and designing processes of Free Independent Travelers (FITs) and group tours.

(CO2, K2)

Or

- (b) Explain the concept of special interest tours (SITs) and their significance in the tourism industry. (CO2, K2)

13. (a) Explain the types of costs involved in tour operations and its significance in tour pricing decisions. (CO3, K2)

Or

- (b) Outline the essential elements that tour operators consider when preparing cost sheets. (CO3, K1)

14. (a) Outline the operational procedures involved in confirming a package tour, including the steps taken to ensure accurate documentation and communication with all stakeholders. (CO4, K1)

Or

- (b) Describe the standard procedures for distributing a customized itinerary to the tour leader, guide, driver, and transporter and explain how effective communication and coordination contribute to the smooth execution of the tour itinerary. (CO4, K2)

15. (a) Discuss the motivations behind why people choose to go on tours and the benefits they seek from group travel experiences. (CO5, K2)

Or

- (b) Explain the importance of communication skills and situation handling, conflict resolution during tours. (CO5, K2)

**Part C**

(5 × 8 = 40)

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

16. (a) Discuss the dos and don'ts of itinerary preparation in the context of package tours. Illustrate with examples the common mistakes made during itinerary planning and explain how they can be avoided. (CO1, K2)

Or

- (b) Evaluate the significance of itinerary customization in enhancing tourist satisfaction and suggest innovative strategies for creating customized itineraries. (CO1, K5)

17. (a) Write a detailed note on the importance of tour packaging in the tourism sector and how effective tour packaging contributes to the overall success of tour operations. (CO2, K5)

Or

- (b) Classify and explain tour packages based on different criteria such as duration, destination and theme highlighting the key characteristics. (CO2, K4)

18. (a) Analyse the tour pricing strategies employed by prominent tour operators such as Thomas Cook, SOTC, Cox and Kings and TCL and also Compare the pricing approaches adopted by these companies.  
(CO3, K4)

Or

- (b) Evaluate the effectiveness of different pricing strategies in the tour industry and discuss the advantages and limitations of each strategy, providing recommendations for tour operators.  
(CO3, K5)
19. (a) Evaluate the significance of crisis management protocols in the operation of package tours.  
(CO4, K5)

Or

- (b) Analyse the process of preparing and analysing feedback or guest comment sheets in the context of package tours.  
(CO4, K5)
20. (a) Discuss the ethical and professional considerations that tour guides should adhere to when resolving conflicts among tourists or addressing complaints.  
(CO5, K2)

Or

- (b) Analyse the strategies for handling emergency situations during group tours and discuss the measures that tour guides can implement to ensure tourist safety.  
(CO5, K4)

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**M.B.A. DEGREE EXAMINATION, NOVEMBER – 2024**

**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 type questions by choosing the correct option.

1. Natural environment based tourism is known as?  
(CO1, K1)
  - (a) Pilgrimage tourism
  - (b) Agro tourism
  - (c) Eco-tourism
  - (d) None of these
  
2. Which type of eco tourist preferred normally use in natural areas for relaxing?  
(CO4, K1)
  - (a) dedicated eco-tourist
  - (b) casual eco-tourist
  - (c) recreational eco-tourist
  - (d) none of these

3. Maintaining of host and guest relation which type of carrying capacity do you prefer? (CO3, K1)
- (a) nature carrying capacity
  - (b) social carrying capacity
  - (c) environmental carrying capacity
  - (d) none of these
4. Major objectives of biosphere reserve programme (CO1, K1)
- (a) conservation of eco-tourism
  - (b) environmental education
  - (c) development of local community
  - (d) all of these
5. Which year is considered as international year of eco-tourism? (CO2, K1)
- (a) 1991                      (b) 2005
  - (c) 2002                      (d) 2003
6. Identification of tourism carrying capacity has the purpose of (CO3, K1)
- (a) estimating the maximum no. of tourists that are permitted in a certain area
  - (b) avoiding the destruction of the physical, biological, economic and socio-cultural basis for tourism development
  - (c) no purposes at all
  - (d) none of the above



7. You can improve the environmental impact of a tourist operation by (direct answer) (CO3, K1)
- (a) having tourist volunteer in the local community
  - (b) cooking a local style meal
  - (c) installing solar panels
  - (d) building a school
8. The UN has established a total of \_\_\_\_\_ SDGs. (CO5, K1)
- (a) 15 (b) 16
  - (c) 17 (d) 18
9. The 2030 Agenda for SDGs acknowledge that all governments must promote action in the important areas listed below. (CO5, K1)
- (a) people, planet, prosperity, peace and collaboration
  - (b) people, world, wealth, flora and planning
  - (c) people, planet, wealth, plants and collaboration
  - (d) people, environment, prosperity, peace and foresight
10. What would 'Agenda 21' mean? (CO5, K1)
- (a) SDG action plan that is not binding and implemented voluntarily
  - (b) A climate change pact involving 20 poor countries
  - (c) It is a world-wide free trade pact including seven developed countries
  - (d) none

**Part B**

(5 × 5 = 25)

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

11. (a) Discuss the concept of 'Responsible', 'Alternate' and 'Eco' tourism with suitable examples. (CO4, K6)

Or

- (b) Suggest measures to empower the local community through sustainable tourism. (CO4, K5)
12. (a) Define Eco-tourism. Discuss scope of its growth in India. (CO1, K4)

Or

- (b) List out the major eco-tourism destinations in India. (CO1, K3)
13. (a) Examine the Cape Town Declaration on responsible tourism. (CO2, K4)

Or

- (b) Discuss the Kerala declaration on responsible tourism. (CO2, K6)
14. (a) What are the guidelines of kyoto protocol. Critically evaluate there guidelines. (CO5, K5)

Or

- (b) What are the outcomes of world summit on sustainable development? (CO5, K3)
15. (a) Discuss the benefits of community participation from the point of view of eco-tourism projects. (CO3, K6)

Or

- (b) What is carrying capacity? What are the different types of carrying capacity? (CO3, K3)

**Part C**

(5 × 8 = 40)

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

16. (a) Describe the problems and prospects of eco-tourism in developing countries with special reference to India. (CO1, K5)

Or

- (b) Is eco-tourism a western concept (or) philosophy? Discuss. (CO1, K6)

17. (a) Discuss the need for waste management to promote tourism. (CO4, K6)

Or

- (b) How is ecological footprint standard maintained and how it can be measured? (CO4, K3)

18. (a) What is E.I.A? Explain the different steps of E.I.A. (CO3, K3)

Or

- (b) Explain the need for biodiversity conservation. (CO3, K2)

19. (a) Discuss about the Qubec declaration 2002 on eco-tourism. (CO2, K6)

Or

- (b) What are the eco tourism policy guidelines for protected areas? (CO2, K2)

20. (a) What are the objectives and outcomes of Rio Declaration from the point of view of sustainable tourism? (CO5, K3)

Or

- (b) Discuss any two international organisations dealing with preservation and conservation of ecology, biosphere and cultural aspects. (CO5, K4)
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**M.B.A. DEGREE EXAMINATION, NOVEMBER – 2024**

**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 type questions by choosing the correct option.

1. The key elements of a tourist destination are \_\_\_\_\_ (CO1, K1)
  - (a) Infrastructure, Attractions, Marketing, Cuisine
  - (b) Attractions, Accommodation, Transportation, Amenities
  - (c) Transportation, Events, Shopping, Government Policies
  - (d) Culture, Climate, Education, Healthcare
2. Who are the stakeholders typically involved in destination management? (CO2, K2)
  - (a) Tourists, Government, Locals, Travel Agencies
  - (b) Hotels, Restaurants, Airlines, Media
  - (c) Government, DMOs, Local Communities, Businesses
  - (d) NGOs, Corporations, Schools, Religious Institutions

3. \_\_\_\_\_ is not a type of destination based on its characteristics? (CO2, K1)
- (a) Natural destination
  - (b) Cultural destination
  - (c) Rural destination
  - (d) Urban destination
4. \_\_\_\_\_ a key component of destination planning guidelines? (CO2, K2)
- (a) Maximizing environmental impact
  - (b) Minimizing stakeholder involvement
  - (c) Balancing economic, social and environmental concerns
  - (d) Ignoring local cultures
5. The factor which is not considered in the planning for sustainable tourism development is (CO3, K1)
- (a) Economic viability
  - (b) Social equity
  - (c) Environmental conservation
  - (d) Competitive pricing strategies
6. In destination management, the purpose of contingency planning is (CO2, K2)
- (a) To predict exact tourist numbers
  - (b) To respond to unforeseen events or crises
  - (c) To prioritize profit over social welfare
  - (d) To exclude local communities from decision-making

7. \_\_\_\_\_ is not a distinctive characteristic of a destination image? (CO4, K1)
- (a) Natural beauty
  - (b) Accessibility
  - (c) Local cuisine
  - (d) Population density
8. The purpose of destination branding is (CO4, K2)
- (a) To copy the branding of other destinations
  - (b) To create a unique identity and proposition
  - (c) To disregard the destination's unique features
  - (d) To focus solely on profit margins
9. The determination of public-private partnerships in destination management is (CO5, K2)
- (a) To prioritize profits for private businesses
  - (b) To exclude governmental involvement in tourism
  - (c) To foster collaboration between public and private sectors
  - (d) To limit access to tourist destinations
10. Which of the following is not a characteristic of rural tourism planning? (CO5, K1)
- (a) Preservation of natural and cultural heritage
  - (b) Emphasis on large-scale urban development
  - (c) Promotion of community involvement and empowerment
  - (d) Integration of tourism with local economies

**Part B**

(5 × 5 = 25)

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

11. (a) What are the fundamental components that make up a tourist destination? (CO1, K1)

Or

- (b) How does the dynamic wheel of tourism stakeholders contribute to the development of tourist destinations? (CO1, K1)

12. (a) Identify the basic characteristics that define different tourist destinations. (CO2, K1)

Or

- (b) Describe the significance of research in the destination selection process. (CO2, K1)

13. (a) Explain the attributes relating to assessment of tourism potential. (CO3, K2)

Or

- (b) Describe the role of pricing strategies in balancing demand and supply in the tourism sector. (CO3, K2)

14. (a) Illustrate the theory on the formation process of destination image. (CO4, K1)

Or

- (b) Explain how product packaging can influence consumer purchasing decisions. (CO4, K1)



15. (a) Identify and list out some of the key guidelines provided by the WTO for planners. (CO5, K2)

Or

- (b) Describe the importance of urban civic bodies in ensuring sustainable development through town planning. (CO5, K2)

**Part C** (5 × 8 = 40)

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

16. (a) Explain the significance of effective marketing and promotion in making a destination successful. (CO1, K1)

Or

- (b) Explain how a Destination Management Organization (DMO) differs from other tourism boards. (CO1, K1)

17. (a) How does a Destination Management System (DMS) contribute to destination marketing efforts, such as promotional campaigns and branding initiatives? (CO2, K1)

Or

- (b) Explain the concept of sustainable tourism and its importance in maximizing the values of tourism while minimizing negative impacts. (CO2, K1)

18. (a) Identify some factors that influence national and regional tourism planning and development. (CO3, K2)

Or

- (b) Describe the importance of integrating economic, social, cultural and environmental considerations in sustainable tourism planning. (CO3, K2)

19. (a) Write a detailed note on the key attributes of destinations. (CO4, K1)

Or

- (b) Define destination branding and its significance in tourism. (CO4, K1)

20. (a) How does a focus on sustainability contribute to the competitiveness of a tourism destination? (CO5, K2)

Or

- (b) Describe the process of implementing an Environmental Management System (EMS) in an organization. (CO5, K2)
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**M.B.A. DEGREE EXAMINATION, NOVEMBER – 2024**

**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 questions by choosing the correct option.

1. What is the major attribute of Correlation Analysis?  
(CO1, K3)
  - (a) Association among variables
  - (b) Difference among variables
  - (c) Regression among variables
  - (d) Variations among variables
2. Which of the following features are considered as critical in qualitative research?  
(CO1, K3)
  - (a) Collecting data with the help of standardized research tools
  - (b) Design sampling with probability sample techniques
  - (c) Collecting data with bottom-up empirical evidence
  - (d) Gathering data with top-down schematic evidence

3. Of the following sampling methods, which is a probability method? (CO2, K2)
- (a) Judgement
  - (b) Quota
  - (c) Simple random
  - (d) Convenience
4. The difference between a statistic and the parameter is called (CO2, K2)
- (a) Non-random
  - (b) Probability
  - (c) Sampling error
  - (d) Random
5. Which one is the true example of primary data from the following options? (CO3, K1)
- (a) Journal                      (b) Book
  - (c) Census Report              (d) Newspaper
6. The method of collecting primary data is called (CO3, K1)
- (a) Questionnaire and schedule method
  - (b) Observation and interview method
  - (c) None of the above
  - (d) All of the above
7. Data processing involves the following steps (CO 4, K6)
- (a) Only Editing and Coding
  - (b) Only Classification
  - (c) Only Tabulation
  - (d) All the Above

8. The researcher should keep a clear set of \_\_\_\_\_  
formulated at the very start of the research which will  
lead to clearer actions. (CO4, K6)

- (a) Hypothesis
- (b) Research design
- (c) Limitations
- (d) Research questions

9. A Null Hypothesis is (CO5, K5)

- (a) The assumption that a significant result is unlikely
- (b) The assumption there is no relationship or difference between the variables you are testing
- (c) The assumption there is a relationship or difference between the variables you are testing
- (d) The pattern between the variable you are testing

10. Which of the statements below defines a Type-II error?  
(CO5, K5)

- (a) occurs when you accept a null hypothesis which is false
- (b) occurs when you fail to reject a false Null hypothesis
- (c) occurs when you reject a research hypothesis which is true
- (d) All the Above

**Part B**

(5 × 5 = 25)

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

11. (a) What are the three basic type questions that research project can address? (CO1, K3)

Or

- (b) What is the difference between a research question and a hypothesis? (CO1, K3)

12. (a) What is a research design? (CO2, K2)

Or

- (b) What is stratified sampling, and how does it work? (CO2, K2)

13. (a) Classify the different types of interview techniques used in research. (CO3, K1)

Or

- (b) Outline the characteristics of an effective questionnaire. (CO3, K1)

14. (a) What is data processing in research. (CO4, K6)

Or

- (b) Distinguish 'data processing' from 'data analysis'. (CO4, K6)

15. (a) Explain the differences between parametric and nonparametric tests. (CO5, K5)

Or

- (b) What are the key principles for effective report writing? (CO5, K5)

**Part C**

(5 × 8 = 40)

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

16. (a) Give a detailed explanation of the systematic and structured approach used in literature reviews?  
(CO1, K3)

Or

- (b) Give a detailed account on different types of research hypotheses, and how can they be categorized?  
(CO1, K3)
17. (a) Explain in detail the main elements of a research design, and how do they contribute to the overall structure of a study?  
(CO2, K2)

Or

- (b) What factors influence the determination of sample size, and how do they impact research studies?  
(CO2, K2)
18. (a) What are the differences between primary data and secondary data?  
(CO3, K1)

Or

- (b) Explain in detail the concepts and techniques involved in constructing scales.  
(CO3, K1)
19. (a) How to assess the strength of the relationship between two or more variables? Discuss with suitable example.  
(CO4, K6)

Or

- (b) Give a detailed account on standard deviation.  
(CO4, K6)

20. (a) What constitutes a research hypothesis. (CO5, K5)

Or

(b) What do annotations refer to in the context of references? (CO5, K5)

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**M.B.A. DEGREE EXAMINATION, NOVEMBER – 2024**

**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. En France, dans les endroits touristiques, \_\_\_\_\_  
est perçue par les municipalités. (CO1, K1)
  - (a) une taxe sur le revenu
  - (b) une taxe à la valeur ajoutée
  - (c) une taxe de séjour
  - (d) une taxe d'habitation
  
2. Lorsque les Français se disent bonjour, ils \_\_\_\_\_  
(CO1, K1)
  - (a) s'embrassent      (b) se serrent la main
  - (c) se baisent      (d) se caressent

3. En France, on demande au client de présenter une empreinte de \_\_\_\_\_ lors de l'enregistrement.  
(CO2, K2)
- (a) passeport (b) carte bancaire  
(c) carte de crédit (d) visa
4. Comment traduit-on 'Piscine couverte' \_\_\_\_\_ en anglais?  
(CO1, K2)
- (a) indoor swimming pool  
(b) outdoor swimming pool  
(c) indoor parking  
(d) free indoor parking
5. Les nouveaux hôtels de catégorie 2 étoiles disposent souvent d'\_\_\_\_\_  
(CO1, K2)
- (a) une piscine (b) un bar  
(c) salle de réunion (d) une plage
6. Les Français sont très attachés au \_\_\_\_\_  
(CO1, K1)
- (a) calme (b) jardinage  
(c) bruit (d) pain
7. Beaucoup de noms de famille sont à l'origine ceux d'une \_\_\_\_\_  
(CO1, K1)
- (a) classe (b) caste  
(c) profession (d) activité

8. La plus forte concentration des hôtels français se trouve dans \_\_\_\_\_ (CO1, K2)
- (a) L'Ile-de France (b) L'Aquitaine  
(c) L'Alsace (d) La Bretagne
9. Certains Français restent allergiques à \_\_\_\_\_ (CO1, K1)
- (a) la climatisation (b) le bruit  
(c) la chaleur (d) la bavardage
10. Le meilleur taux de change pour les devises étrangères s'obtient dans les succursales de \_\_\_\_\_ (CO1, K1)
- (a) la Banque de France  
(b) l'hôtel  
(c) bureau de change  
(d) la poste

**Part B**

(5 × 5 = 25)

Répondez à toutes les questions en choisissant (a) ou (b).

11. (a) Construisez des phrases : (CO3, K3)
- Ex: fax, monsieur
- Voilà votre fax monsieur.
- Merci
- A votre service
- (i) taxi, madame Martin  
(ii) hôtel, madame  
(iii) cocktail, monsieur Martin  
(iv) café, monsieur  
(v) passeport, monsieur

ou

- (b) Construisez des phrases: (CO3, K3)

Ex : il, Siddiq, un chauffeur, Mysore

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

- (i) je, Shankar, un étudiant, Bhopal
- (ii) elle, Priya, une secrétaire, Lucknow
- (iii) je, Raman, un guide, Cochin
- (iv) Paul-Marchand, un ingénieur, Lyon Je, Parbinder, un maître d'hôtel

12. (a) Complétez les phrases en mettant les verbes à la forme qui convient *avoir, pouvoir, s'appeler, être*: (CO3, K3)

- (i) Est-ce que vous ——— français?
- (ii) Non. Nous ——— suisses.
- (iii) Est-ce que vous ——— des bagages?
- (iv) Je ——— Prasad.
- (v) Est-ce que je ——— téléphoner.

ou

- (b) Reconstituez les phrases: (CO3, K3)

- (i) aider / je / vous/ est-ce que / peux
- (ii) voulez / rester / vous / nuits / est-ce que / combien de
- (iii) des suites / il / seulement / reste
- (iv) est / chambre / le prix / quel / d'une
- (v) peu / je / un / français / parle

13. (a) Construisez des dialogues: (CO3, K3)

Ex : une voiture, monsieur

Est-ce que ma voiture est ici?

Oui, monsieur, Elle est là.

- (i) un chauffeur, madame
- (ii) un guide, madame
- (iii) un taxi, mademoiselle
- (iv) une veste, monsieur
- (v) un collègue, madame

ou

- (b) Construisez des dialogues: (CO3, K3)

Ex : une suite, deux nuits

Bonsoir monsieur.

Je voudrais une suite pour deux nuits.

- (i) madame, un bungalow, cinq nuits
- (ii) monsieur, une voiture, deux jours
- (iii) madame, une chambre simple, six nuits
- (iv) monsieur, un guide, une semaine
- (v) monsieur, un autorickshaw, trois heures

14. (a) Construisez des phrases: (CO3, K3)

Ex: une pellicule photo

Je voudrais une pellicule photo

Oui, un instant s'il vous plait!

- (i) Un plan
- (ii) Une brochure
- (iii) Une voiture
- (iv) Une carte de la région
- (v) Un guide

ou

(b) Choisissez les mots qui conviennent: (CO3, K3)

- (i) Bonsoir. Nous avons / voudrions une reservation.
- (ii) Bonsoir monsieur. Quel nom / A quel nom s'il vous plaît?
- (iii) On voudrait / a une chambre calme.
- (iv) Bien, monsieur. Vous avez / êtes la chambre au premier étage.
- (v) Est-ce qu'elle est climatisée / conditionnée.

15. (a) Construisez des phrases: (CO3, K3)

Ex : C'est un monument historique.

Ce monument est historique.

- (i) C'est une ville touristique
- (ii) C'est un palais magnifique
- (iii) Ce sont des fruits excellents.
- (iv) C'est un acteur célèbre.
- (v) Ce sont des danses extraordinaires

ou

(b) Construisez des phrases: (CO3, K3)

Ex : nom, épeler

Excusez-moi. Est-ce que vous pouvez épeler votre nom?

- (i) question, répéter
- (ii) cheque, signer
- (iii) nom, écrire
- (iv) réservation, confirmer
- (v) adresse, écrire

**Part C**

(5 × 8 = 40)

Répondez à toutes les questions en choisissant a ou (b).

16. (a) Le client salue et dit qu'il a réservé. L'employé salue et demande son nom au client. Le client donne son nom. L'employé fait patienter le client et vérifie la durée du séjour. Le client confirme et dit qu'il n'aime ni le bruit ni la chaleur. L'employé attribue une chambre au client. Imaginez le dialogue.  
(CO3, K6)

ou

- (b) Rédigez un dialogue entre le client et la réceptionniste. Vous appréciez le meilleur service que les membres de l'hôtel vous ont accordé.  
(CO3, K6)

17. (a) Jouez la situation: L'employé demande au client de remplir une fiche. Le client remplit la fiche et la rend. L'employé demande au client de signer. Le client signe et rend la fiche. L'employé remercie. Le client demande le numéro de la chambre. L'employé indique le numéro de chambre et remet la clé. Il dit qu'il appelle un porteur et souhaite un bon séjour.  
(CO3, K6)

ou

- (b) L'employé salue. Le client salue et dit qu'il a une réservation. L'employé demande à quel nom. Le client donne son nom. L'employé demande comment s'écrit le nom. Le client épèle son nom. L'employé confirme l'existence de la réservation et souhaite la bienvenue. Jouez la scène. (CO3, K6)

18. (a) Vous êtes le réceptionniste. Deux clients sont mécontents. Imaginez le dialogue. (CO3, K6)

ou

- (b) Imaginez un dialogue entre la réceptionniste et un client. L'hôtel est complet. Le client veut absolument une chambre dans cet hôtel. (CO3, K6)

19. (a) Imaginez le dialogue: Le client demande à l'employé s'il parle français. L'employé répond affirmativement et propose son aide. Le client dit qu'il veut changer des francs français en travellers cheques. L'employé demande le montant. Le client donne le montant. L'employé demande de signer les chèques. Le client signe les chèques et les donne. L'employé demande de donner le passeport. Le client donne son passeport. L'employé demande de signer le reçu, remet l'argent, le reçu et le passeport. L'employé remercie et prend congé. (CO3, K6)

ou

- (b) Vous allez à l'hôtel Ibis pour passer deux jours. Décrivez la chambre d'hôtel! (CO3, K6)

20. (a) Le client n'est pas content de sa chambre. Il y a trop de bruit. Il veut changer la chambre. Imaginez le dialogue. (CO3, K6)

ou

- (b) Jouez la situation: L'employé salue un groupe de touristes, donne son nom, dit qu'il est le guide du groupe. Il souhaite la bienvenue dans la ville, la région ou le pays. Les touristes saluent et donnent leurs noms. (CO3, K6)



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**M.B.A. DEGREE EXAMINATION, NOVEMBER – 2024**

**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 type questions by choosing the correct option.

1. Which pricing strategy/approach that SOTC has adopted for the promotion of In-box holiday package. (CO1, K1)  
(a) Premium pricing (b) Under-cut pricing  
(c) Cost-plus pricing (d) Skimmed the cream pricing
2. Data when organised in a meaningful way, the results are called (CO1, K1)  
(a) A database  
(b) Information  
(c) Artificial intelligence  
(d) An expert system
3. What is destination marketing? (CO2, K2)  
(a) The process of creating a brand and image for a destination  
(b) The process of promoting a destination to potential tourists  
(c) The process of creating a tourism infrastructure in a destination  
(d) All the above

4. Which organization should you verify for credibility before participating in a volunteer abroad program?

(CO2, K2)

- (a) A travel agency offering all inclusive packages
- (b) An online forum with user reviews of volunteering opportunities
- (c) A well-established non-profit organization with a mission statement
- (d) A social media influencer's recommendations based on personal experiences

5. International tourism helps to earn \_\_\_\_\_.

(CO3, K2)

- (a) Goodwill
- (b) Foreign exchange
- (c) Image building
- (d) Collaborative business

6. \_\_\_\_\_ is push marketing strategy used in tourism.

(CO3, K2)

- (a) Social media
- (b) Advertisement
- (c) Sales promotion
- (d) Trade show promotion

7. An example for positive economic impact of tourism is

(CO4 K4)

- (a) Balance of payment
- (b) Pressure on resources
- (c) inflation
- (d) None of the above

8. Which of the following is not the component of tourism product? (CO4 K4)
- (a) Attractive (b) Accessibility  
(c) Amenities (d) Attitude
9. What is a SWOT analysis? (CO5, K5)
- (a) A method of analysing the strengths, weaknesses, opportunities and threats of a destination  
(b) A method of analysing the financial performance of a tourism business  
(c) A method of analysing the cultural heritage of a destination  
(d) A method of analysing the environmental impact of tourism activities
10. What is a competitive advantage? (CO5, K5)
- (a) A unique characteristic of a destination that sets it apart from other destinations  
(b) A low cost of operations for a tourism business  
(c) A high level of tourism infrastructure in a destination  
(d) All the above

**Part B** (5 × 5 = 25)

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

11. (a) How does digitalization impact the tourism industry? (CO1, K1)

Or

- (b) What opportunities do digital technologies offer to the tourism industry? (CO1, K1)

12. (a) What trends and innovations are shaping the future of the travel industry? (CO2, K2)

Or

- (b) Briefly explain how tourism in polar region begin? (CO2, K2)

13. (a) What is Genealogy travel? (CO3, K2)

Or

- (b) What are the key tips for a successful solo travel experience? (CO3, K2)

14. (a) Why is travel risk management essential for an organisation? (CO4 K4)

Or

- (b) What are the reasons behind people's physical motivation for travel? (CO4 K4)

15. (a) How does natural disaster affect the tourism industry? (CO5, K5)

Or

- (b) How does terrorism affect the tourism industry? (CO5, K5)

**Part C** (5 × 8 = 40)

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

16. (a) How does Information Technology play a crucial role in meeting the demands of the tourism industry? (CO1, K1)

Or

- (b) Explain how the internet has impacted tourism service providers. (CO1, K1)

17. (a) Explain in detail the components of Gastronomy tourism services. (CO2, K2)

Or

- (b) When traveling for a voluntourism trip, what ethical considerations should you keep in mind? (CO2, K2)

18. (a) What does it mean to explore off the usual path or away from popular destinations? (CO3, K2)

Or

- (b) What is the purpose or motivation behind transformative travel? (CO3, K2)

19. (a) What are the socio-economic factors that influence travel motivation? (CO4, K4)

Or

- (b) Give a detailed on the essential components that form a solid foundation for an effective destination marketing plan. (CO4, K4)

20. (a) Explain the implications of oil price fluctuations on tourism receipts. (CO5, K5)

Or

- (b) What are the economic factors which affect the tourism industry? (CO5, K5)
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