

R2923

Sub. Code

645201

M.B.A. DEGREE EXAMINATION, APRIL – 2025.

Second Semester

Tourism Management

BUSINESS LAW

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

$$(10 \times 1 = 10)$$

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

1. Which one of the following is the void contract? (CO1, K1)
 - (a) Unilateral contract
 - (b) A contract which cause to the enforceable by law
 - (c) Implied contract
 - (d) Express contract
2. Arrange the following in order of their manifestation (CO1, K1)
 - (i) Offer (ii) Acceptance
 - (iii) Breach of contract (iv) Contract
 - (a) (i), (ii), (iii) and (iv)
 - (b) (i), (ii), (iv) and (iii)
 - (c) (ii), (iii), (i) and (iv)
 - (d) (i), (iv), (iii) and (ii)
3. In contract of indemnity must be (CO2, K2)
 - (a) Lawful consideration and object
 - (b) Five parties
 - (c) Implied consideration
 - (d) Agreement without consideration

4. A contract of insurance is (CO2, K2)
(a) Contingent contract
(b) Standard form contract
(c) Wagering contract
(d) Agreement enforceable by law
5. Goods may be _____. (CO3, K2)
(a) Future (b) Contingent
(c) Existing (d) All the above
6. The Sales of Goods Act, 1930 came into force on (CO3, K2)
(a) 1st day of August 1930
(b) 1st day of September 1930
(c) 1st day of July 1930
(d) 1st day of June 1930
7. When does consignee may file his protest against the carrier for loss or damage of goods known only upon opening the package? (CO4, K1)
(a) At the time of receipt of goods
(b) Three days from delivery
(c) Within 24 hours after receipt
(d) Seven days from receipt
8. A contract of Marine insurance is contract of (CO4, K1)
(a) Indemnity (b) Agency
(c) Pledge (d) Hypothecation
9. It is the _____ responsibility to the involved to ensure that the high risk activities are performed in the safest manner. (CO5, K2)
(a) Management
(b) The company who supplies the entertainment
(c) Security
(d) Front desk employees

10. What is the safety features that can present a fire in a guest room? (CO5, K2)
- (a) Fire Extinguisher (b) Fire exit chart
(c) Smoke detector (d) Sprinkler system

Part B (5 × 5 = 25)

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

11. (a) Describe the legal requirements for consideration. (CO1, K1)

Or

- (b) What is a Quasi contract? (CO1, K1)

12. (a) Briefly explain the duties of agent. (CO2, K2)

Or

- (b) Explain the essential elements of a contract of guarantee. (CO2, K2)

13. (a) Distinguish between the future goods and contingent goods. (CO3, K2)

Or

- (b) Explain in detail unfair trade practices. (CO3, K2)

14. (a) Describe the obligations and liabilities of carriage of goods by sea. (CO4, K1)

Or

- (b) What are the rights of a common carrier? (CO4, K1)

15. (a) Explain the measure taken by the Taj hotels to insure the life safety and security of their hotel guest. (CO5, K2)

Or

- (b) Explain the importance of security department of the hotel. (CO5, K2)

Part C

(5 × 8 = 40)

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

16. (a) To form a valid contract, there must be a lawful offer and a lawful acceptance of that offer. Define the statement with suitable example. (CO1, K1)

Or

- (b) Give a detailed account of a contingent contract. (CO1, K1)

17. (a) Explain the principal agent relationship and how it functions. (CO2, K2)

Or

- (b) Differentiate between indemnity and guarantee and elaborate their features. (CO2, K2)

18. (a) Outline the inceptions to the doctrine of Caveat Emptor where the seller may be held accountable for certain issues or misrepresentations. (CO3, K2)

Or

- (b) Explain in detail rules pertaining to the delivery of goods. (CO3, K2)

19. (a) What is the purpose of the carriage by Air Act enacted in 1972? (CO4, K1)

Or

- (b) Describe the multi modal transport document. (CO4, K1)

20. (a) Explain in detail the roles and responsibilities of the crisis management team. (CO5, K2)

Or

- (b) Explain the types of emergency situations encountered in hotels. (CO5, K2)

R2924

Sub. Code

645202

M.B.A. DEGREE EXAMINATION, APRIL – 2025.

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. How does the supply chain in the UK differ from Europe in the hospitality sector? (CO1, K3)
 - (a) Europe relies more on local suppliers
 - (b) The UK emphasises global sourcing
 - (c) Both regions follow the same supply chain
 - (d) The UK prioritises small-scale suppliers
2. What factors contribute to the popularity of caravan and camping accommodations within the leisure industry? (CO2, K3)
 - (a) Urbanisation trends
 - (b) Desire for an experience
 - (c) Lack of alternative accommodating
 - (d) Economic constraints

3. _____ is considered a source of revenue in hotel management. (CO2, K2)
- (a) Staff management (b) Room occupancy fees
(c) Maintenance costs (d) Economic constraints
4. What is the purpose of identifying market segments in hotel management? (CO3, K2)
- (a) Minimising competition
(b) Modifying services to specific groups
(c) Maximising operational costs
(d) Reducing customer diversity
5. Which legislation is primarily concerned with ensuring the safety of workers in the accommodation industry? (CO2, K3)
- (a) Food safety legislation
(b) Liquor licensing legislation
(c) Health and safety at work
(d) Planning legislation
6. _____ aspect of financial control is crucial in accommodation operations for maintaining profitability. (CO3, K3)
- (a) Cost control
(b) Guest discounts
(c) Expensive marketing
(d) Luxurious amenities
7. Which term is used to describe significant players in the catering market? (CO2, K2)
- (a) Minor operators (b) Niche operators
(c) Major operators (d) Independent operators

8. The contract catering industry is primarily concerned with _____. (CO2, K2)
- (a) Culinary education
 - (b) Food safety regulation
 - (c) Providing meals to organisations
 - (d) Consumer dietary preferences
9. The term associated with the systematic process of maintaining desired quality standards in brewing is _____. (CO3, K2)
- (a) Environmental sustainability
 - (b) Total Quality Management (TQM)
 - (c) Computer Reservation Systems (CRS)
 - (d) Quality Control
10. How do environment issues impact the brewing industry? (CO2, K3)
- (a) They lead to increased production costs
 - (b) They enhance product innovation
 - (c) They have no significant impact on the industry
 - (d) They reduce the need for quality assurance

Part B

(5 × 5 = 25)

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

11. (a) Compare the industrial supply chains in the hospitality sector between the UK and Europe and explain its impacts. (CO1, K2)

Or

- (b) Examine the significance of other activities within the hospitality and leisure industry, such as caravan and camping. (CO1, K2)

12. (a) Interpret the significance of identifying market segments in hotel management. (CO2, K2)

Or

- (b) Outline the role of human resource management in hotel operations. (CO2, K2)

13. (a) Describe the importance of the rooms division in accommodation operations. (CO3, K1)

Or

- (b) How do marketing strategies impact the overall success and branding of a hospitality establishment? (CO4, K1)

14. (a) Explain the role of food and beverage management in the fast-food industry. (CO4, K2)

Or

- (b) Examine the background and history of the contract and catering industry. (CO4, K2)

15. (a) How does quality assurance contribute to the production of high-quality beverages and consumer satisfaction in the brewing industry? (CO5, K1)

Or

- (b) Describe the utilisation of computer reservation system in the brewing industry. (CO5, K3)

Part C (5 × 8 = 40)

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

16. (a) Summarise the profile of the accommodation and leisure industry. (CO1, K2)

Or

- (b) Explore the historical background of accommodation operation in UK and Europe. (CO3, K2)

17. (a) Interpret the importance of market segmentation strategies in hotel management. (CO4, K2)

Or

- (b) How does strategic management contribute to the long-term success and competitiveness of hotels? (CO2, K2)

18. (a) What is the role of human resource management in accommodation operations? (CO3, K1)

Or

- (b) How does accommodation operations plan health and safety at work? (CO3, K1)

19. (a) Examine the background and history of the contract catering industry. (CO4, K2)

Or

- (b) Evaluate the relationship between industry supply and trends in the restaurant and fast-food industry. (CO4, K2)

20. (a) Assess the utilisation of computer reservation systems in the brewing industry. (CO5, K2)

Or

- (b) Elaborate on the role of total quality management (TQM) in the brewing industry. (CO5, K4)

R2925

Sub. Code

645203

M.B.A. DEGREE EXAMINATION, APRIL – 2025

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. _____ is the primary purpose of developing analytical skill? (CO1, K2)
 - (a) Memorization of facts
 - (b) Enhancing critical thinking
 - (c) Speed of decision-making
 - (d) Socializing with peers

2. _____ type of strategy involves expanding a tourism business by acquiring similar businesses at different stages of the production chain. (CO1, K2)
 - (a) Diversification
 - (b) Market Penetration
 - (c) Vertical Integration
 - (d) Market Development

3. _____ is the key focus of the Resource–Based View (RBV) in internal analysis? (CO2, K2)
- (a) Internal strengths and resources
 - (b) External opportunities
 - (c) Competitive rivalry
 - (d) Market trends
4. _____ type of business policy focuses on employee conduct and expectations. (CO2, K2)
- (a) Marketing Policies
 - (b) Financial Policies
 - (c) Ignoring Policies
 - (d) Human Resource Policies
5. Which of the following is a key consideration in formulating business level strategies? (CO3, K1)
- (a) Understanding customer needs and preferences
 - (b) Ignoring competition
 - (c) Maximizing short–term profits
 - (d) Focusing only on internal processes
6. _____ is the primary focus of business–level strategies. (CO3, K1)
- (a) Corporate governance
 - (b) Industry analysis
 - (c) Division of Labor
 - (d) Gaining competitive advantage

7. What does the GE business screen assess to make strategic decision? (CO4, K1)
- (a) Only financial factors
 - (b) Both industry attractiveness and business strength
 - (c) Only product–market factors
 - (d) Internal processes only
8. _____ is the first step in the strategic implementation process. (CO4, K1)
- (a) Strategic evaluation
 - (b) Strategic formulation
 - (c) Strategic control
 - (d) Strategic planning
9. What does Economic Value Added (EVA) measure? (CO5, K6)
- (a) Only accounting profits
 - (b) Shareholder wealth creation
 - (c) Employee satisfaction
 - (d) Ignoring financial metrics
10. _____ is the primary purpose of strategic evaluation and control. (CO5, K6)
- (a) Maximizing short–term profits
 - (b) Ignoring market trends
 - (c) Ensuring strategic goals are met
 - (d) Aligning Organizational structure

Part B

(5 × 5 = 25)

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

11. (a) Differentiate between the role and skills of top management in strategic decision – making.
(CO1, K2)

Or

- (b) How does crafting a strategy differ from setting objectives?
(CO1, K2)
12. (a) Explain how the Resource–Based View (RBV) can be used to identify and leverage organizational strengths.
(CO2, K2)

Or

- (b) Describe the key elements involved in environmental scanning.
(CO2, K2)
13. (a) Describe the process of formulating, business – level strategies highlighting the key factors to consider.
(CO3, K1)

Or

- (b) How does market segmentation contribute to the success of a marketing strategy?
(CO3, K1)
14. (a) Discuss how the GE Business screen assists in strategic decision–making for diversified businesses.
(CO4, K1)

Or

- (b) Explain with example of businesses that would fall into each quadrant of Hofer’s product Market Mix.
(CO4, K1)

15. (a) Discuss the challenges organizations may face when implementing an ERP System and how these challenges can be mitigated. (CO5, K6)

Or

- (b) Analyze the applicability of Michael Parter's generic strategies in different industries with examples. (CO5, K6)

Part C (5 × 8 = 40)

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

16. (a) Explain the significance of setting objectives in the strategic management process. (CO1, K2)

Or

- (b) Describe the stages involved in developing a strategic vision and differentiate between strategies and tactics. (CO1, K2)

17. (a) Discuss with examples of external opportunities and threats in a SWOT analysis for a technology company. (CO2, K2)

Or

- (b) Explain the different types of business policies and their respective functions within an organization. (CO2, K2)

18. (a) Evaluate the steps businesses can take to identify and acquire core competencies providing real word examples. (CO3, K1)

Or

- (b) Examine how HR strategies can foster employee engagement and contribute to organizational success. (CO3, K1)

19. (a) Compare and contrast the strategic implementation process with strategic planning process. (CO4, K1)

Or

- (b) Illustrate how Shell's Directional Policy Matrix can guide strategic choices in a dynamic business environment. (CO4, K1)

20. (a) Evaluate the advantages and limitations of using EVA and MVA as financial performances metrics in strategic management. (CO5, K6)

Or

- (b) Describe the key steps involved in strategic evaluation and control, highlighting their importance in the strategic management process. (CO5, K6)

R2926

Sub. Code

645204

M.B.A. DEGREE EXAMINATION, APRIL – 2025

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 questions by
choosing the correct option.

1. HRM aims to maximize _____ of employees as well as organizations. (CO1, K2)
 - (a) Effectiveness
 - (b) Economy
 - (c) Efficiency
 - (d) Performance

2. _____ role of HR manager involves record keeping and legal compliance. (CO1, K2)
 - (a) Consultants
 - (b) Auditor
 - (c) Service provider
 - (d) Administrative expert

3. Operative functions of HRM includes _____.
(CO2, K4)
- (a) Procurement, development, compensation and motivation
 - (b) Planning, organising and staffing
 - (c) Job analysis, recruitment and selection
 - (d) Personal management and industrial relation
4. A reasonable balance between demand and supply of labour is necessary in _____.
(CO2, K4)
- (a) Job Analysis
 - (b) Job Description
 - (c) Recruitment
 - (d) Human resource planning
5. _____ is a hindrance to effective training.
(CO3, K4)
- (a) Career planning workshop
 - (b) Aggregate spending on training is inadequate
 - (c) Mentoring
 - (d) Career counselling
6. The actual performance of an employee is measured in terms of _____.
(CO3, K4)
- (a) Input and output
 - (b) Efficiency and effectiveness
 - (c) Returns to the organization
 - (d) Business earned

7. _____ helps to motivate an individual or a group to deliver understanding performance. (CO4, K2)
- (a) Promotion scheme
 - (b) Incentive scheme
 - (c) Reward
 - (d) Dearness allowance
8. Intrinsic rewards exclude _____. (CO4, K2)
- (a) Stock options
 - (b) Participation in decision making
 - (c) More responsibility
 - (d) Interesting work
9. The foremost in step-ladder procedure is _____ (CO5, K5)
- (a) Informing the head
 - (b) Approaching labour court
 - (c) Filing of written grievance
 - (d) Approaching labour union
10. Most formal grievances raised in the workplace are related to _____ (CO5, K5)
- (a) Low pay
 - (b) Harassment and bullying by managers
 - (c) Dislike of individual managers
 - (d) Employees attempting to resist being managed

Part B

(5 × 5 = 25)

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

11. (a) Examine the qualities of good personnel manager.
(CO1, K2)

Or

- (b) Explain the importance of human resources.
(CO1, K2)

12. (a) Compare different types of selection tests.
(CO2, K4)

Or

- (b) Interpret the functions of HRM with relevant examples.
(CO2, K4)

13. (a) Distinguish various limitations of performance appraisal systems.
(CO3, K4)

Or

- (b) Interpret different types of training methods.
(CO3, K4)

14. (a) Compare financial and non-financial incentives.
(CO4, K2)

Or

- (b) Explain what is compensation criteria. (CO4, K2)

15. (a) Assess the importance of addressing sexual harassment issues in the work place. (CO5, K5)

Or

- (b) Justify the nature and scope of human resource audit. (CO5, K5)

Part C (5 × 8 = 40)

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

16. (a) Examine the need for human resource policies. (CO1, K2)

Or

- (b) Outline the evolution and growth of personnel management in India. (CO1, K2)

17. (a) Interpret termination of services in human resource planning. (CO2, K4)

Or

- (b) Explain in detail about various types of recent recruitment practices. (CO2, K4)

18. (a) Assess the various phases of human resource development. (CO3, K4)

Or

- (b) Illustrate the development and implementation of training program. (CO3, K4)

19. (a) Classify various categories of compensation packages. (CO4, K2)

Or

- (b) Interpret and examine wage and salary administration. (CO4, K2)

20. (a) Assess current trends and issues in HRM. (CO5, K5)

Or

- (b) Evaluate the importance of grievance handling in the work place. (CO5, K5)

R2927

Sub. Code

645205

M.B.A. DEGREE EXAMINATION, APRIL – 2025.

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 of the following is an off shoot of the Wells Fargo company? (CO1, K1)
 - (a) American express company
 - (b) Cox and Kings
 - (c) Thomsons
 - (d) Balmer and Laurie
2. When people travel in groups of 15 or more persons it is called _____? (CO1, K1)
 - (a) FIT
 - (b) GIT
 - (c) DIT
 - (d) SIT
3. A person from Sweden coming for a holiday to India, is an example of _____ travel. (CO4, K1)
 - (a) Inbound
 - (b) Outbound
 - (c) Domestic
 - (d) Heritage

4. A Manuel that is useful for travel agents is (CO2, K1)
(a) WATA (b) WTM
(c) YHAI (d) TIM
5. Club Mahindra is an example of (CO3, K1)
(a) Pod hotels
(b) Luxury vehicle
(c) Timeshare vacation
(d) Tour operators
6. Agoda is an example of (CO3, K1)
(a) Heritage destination
(b) Online travel agent
(c) Goan cuisine
(d) Domestic tour operator
7. An itinerary of Bodhgaya-Rajgir-Varanasi-Sarnath-Lumbini-Kushinagar-Sravasti- is an example of (CO4, K1)
(a) Pilgrim circuit (b) Golden circuit
(c) Buddhist circuit (d) Culture circuit
8. India's first planned eco tourist destination was (CO4, K1)
(a) Pichavaram (b) Sundarbans
(c) Varkala (d) Thenmala
9. Pench in Madhya Pradesh is a destination known for (CO5, K1)
(a) Wildlife tourism (b) Heritage tourism
(c) Rural tourism (d) Adventure tourism
10. Which of the following brands is a subsidiary of Abercrombie and Kent? (CO5, K1)
(a) SOTC (b) Cox and Kings
(c) Make My trip (d) GOIBIBO

Part B

(5 × 5 = 25)

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

11. (a) Discuss the emergence of the earliest travel agencies. (CO1, K2)

Or

- (b) How has the travel trade evolved over the decades? (CO1, K2)

12. (a) How has MICE tourism grown into a major business sector? (CO2, K3)

Or

- (b) Evaluate the rules and regulations promulgated by IATA for approval of travel agencies. (CO2, K3)

13. (a) Prepare an itinerary for a 7 day tour in any state of South India. (CO3, K6)

Or

- (b) What are the popular travel abbreviations and terms used in itinerary planning? (CO3, K4)

14. (a) Explain how tour packages are classified. (CO4, K2)

Or

- (b) Discuss the tour packages offered by leading travel agencies. (CO4, K2)

15. (a) Evaluate the fundamentals of tour guiding. (CO5, K5)

Or

- (b) Explain the categories of tour guides. (CO5, K3)

Part C

(5 × 8 = 40)

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

16. (a) How have travel agencies evolved from the 20th to the 21st centuries? (CO1, K2)

Or

- (b) Discuss travel formalities that travel agents need to convey to travellers. (CO1, K2)

17. (a) Explain how the travel agency business has diversified to include more services. (CO2, K4)

Or

- (b) What are the documents required to set up a full fledged travel agency? (CO2, K4)

18. (a) Highlight planning and travel components for FITs-GIT's and SIT's. (CO3, K5)

Or

- (b) Create a 14 day itinerary for a group of foreign visitors to popular tourist destinations of India. (CO3, K6)

19. (a) Explain the process of preparing a cost sheet. (CO4, K4)

Or

- (b) What is a package tour? Explain its components. (CO4, K4)

20. (a) What is the meaning of tour guide? How are tour guides appointed and licensed? (CO5, K4)

Or

- (b) Analyse the duties and responsibilities of tour guides and escorts. (CO5, K4)

R2928

Sub. Code

645401

M.B.A. DEGREE EXAMINATION, APRIL – 2025

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. Liberalisation refers to the relief of state restrictions within the areas of socio, political and _____ policies. (CO1, K1)
(a) social (b) chemical
(c) economic (d) physical
2. _____ economics is a branch of Economics that studies the economic effects of tourism activity. (CO2, K1)
(a) Tourism (b) Political
(c) Monetary (d) Macro
3. Price elasticity of demand is a measure how the quantity demanded of a good change when the price of the _____ changes. (CO3, K1)
(a) Market (b) Commodity
(c) Demand (d) Supply

4. The term demonetisation refers to the act of stripping a current unit of its status as _____. (CO3, K1)
(a) legal tender (b) legal notice
(c) cash (d) coins
5. Diseconomies of scale occur when a business _____. (CO4, K1)
(a) losses (b) expands
(c) fails (d) develops
6. Cobb-Douglas production function is a functional form used to represent the relationship between output and _____. (CO4, K1)
(a) input (b) outcome
(c) production (d) represents
7. A _____ exists when two companies dominate a market for a given product or service. (CO4, K1)
(a) Monopoly (b) Duopoly
(c) Oligarchy (d) Monarchy
8. Perfect competition occurs when all companies sell identical _____. (CO3, K1)
(a) saplings (b) clothes
(c) products (d) grains
9. Tourist spending is the amount paid for the goods and service during _____. (CO2, K1)
(a) education (b) eating
(c) voting (d) trips
10. Cultural activities attract tourists and promote overall _____ for communities. (CO2, K1)
(a) Profitability (b) Loss
(c) Weight (d) Balance

Part B

(5 × 5 = 25)

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

11. (a) Give a brief account on the scope of management economics. (CO4, K3)

Or

- (b) State the significance of decision making. (CO4, K3)

12. (a) Illustrate the Life Cycle Factors. (CO3, K2)

Or

- (b) Classify the elasticity of Tourism demand. (CO3, K2)

13. (a) Outline the Economies of scale. (CO3, K2)

Or

- (b) Write a note on cost reduction. (CO4, K3)

14. (a) What do you know about perfect competition?

(CO2, K1)

Or

- (b) What is decontrol of pricing? (CO3, K1)

15. (a) Compare the costs and benefits of tourism to the community. (CO5, K5)

Or

- (b) Examine Tax revenue. (CO5, K5)

Part C

(5 × 8 = 40)

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

16. (a) Describe micro and macro economics. (CO2, K5)

Or

- (b) Compare the Fiscal and monetary policy. (CO3, K5)

17. (a) Elaborate on the growth of Tourism demand in India. (CO4, K4)

Or

- (b) Examine Demonetization and its impact on tourism. (CO3, K4)

18. (a) Describe the economies and diseconomies of scale. (CO4, K1)

Or

- (b) Explain Homothetic production functions. (CO3, K3)

19. (a) Give a detailed analysis of Duopoly. (CO4, K2)

Or

- (b) Write an evaluation on pricing and discrimination. (CO5, K5)

20. (a) Elaborate on the Economic impact of Tourism. (CO3, K6)

Or

- (b) Examine the costs and benefits of tourism. (CO4, K6)

R2929

Sub. Code

645402

M.B.A. DEGREE EXAMINATION, APRIL – 2025.

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

1. Travel magazine plays an important role _____.
(CO1, K1)
 - (a) To enhance and attract tourist
 - (b) To entertain the tourist
 - (c) To influence the tourist
 - (d) To educate the tourist
2. What is an anthology? (CO1, K1)
 - (a) A published collection of poems
 - (b) An unpublished article
 - (c) A secret message
 - (d) A file meant for official work
3. Creating a storyboard of video programme is usually at _____.
(CO2, K1)
 - (a) Production stage
 - (b) After the shoot
 - (c) Pre-production stage
 - (d) Scripting state

4. Digital marketing is becoming very popular due to the _____.
(CO2, K1)
- (a) Increase in internet users
 - (b) Increase in mobile phone users
 - (c) Increases in digital content consumption
 - (d) All the above
5. Travelogue is genre of _____
(CO3, K2)
- (a) Bibliography
 - (b) Literature
 - (c) Poetry
 - (d) Criticism
6. What is the objective of travel writing
(CO3, K2)
- (a) Sharing travel experience
 - (b) Educate people about other culture
 - (c) Express your point of view about a destination
 - (d) All the above
7. Press release, sponsorship, special went and web page are part of _____
(CO4, K2)
- (a) Direct marketing
 - (b) Advertising
 - (c) Sales promotion
 - (d) Public relations
8. What does CSR stand for in the context of public relations?
(CO4, K2)
- (a) Corporate social responsibility
 - (b) Customer satisfaction report
 - (c) Community support resources
 - (d) Crisis solutions and recovery
9. Which genre of photography involves shooting products
(CO5, K2)
- (a) Macro photography
 - (b) Wildlife photography
 - (c) Commercial photography
 - (d) Architecture photography

10. The full frame size DSLR photography refers to frame size (CO5, K2)
- (a) 16 mm (b) 35 mm
- (c) 70 mm (d) 50 mm

Part B (5 × 5 = 25)

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

11. (a) What are the different types of travel writing. (CO1, K1)
- Or
- (b) Write the importance of reading a travelogue. (CO1, K1)
12. (a) Explain the types of information sources required in the tourism industry. (CO2, K1)
- Or
- (b) Describe the role of television programs in promoting tourism in India. (CO2, K1)
13. (a) Innovative strategies are the key elements for tourism business please comment on this statement. (CO3, K2)
- Or
- (b) Which recent advancements in technology have brought about the most substantial transformation in the tourism? (CO3, K2)
14. (a) Write a note on types of media used by PR. (CO4, K2)
- Or
- (b) Discuss the components of public relations. (CO4, K2)
15. (a) Outline the role of photography as a marketing communication tool used by the markets to promote a destination. (CO5, K2)
- Or
- (b) Explain in detail, what a pixel is and its significance in digital photography. (CO5, K2)

Part C

(5 × 8 = 40)

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

16. (a) What marketing strategy will be adopted to promote a coffee table book to the target audience? (CO1, K1)

Or

- (b) What are the key elements of a travel magazine? (CO1, K1)

17. (a) Give a detailed account of the steps involved in creating a tour script that will improve the target audience. (CO2, K1)

Or

- (b) Explain in detail how the experience of a virtual reality tour influences a tourist's decision to visit a place. (CO2, K1)

18. (a) Explain in detail the technological innovations and their impact on the travel and tourism industry. (CO3, K2)

Or

- (b) What are the innovative concepts in the tourism industry? How do they play a role in narrative storytelling? (CO3, K2)

19. (a) What are public relations and why are they important? Give a detailed account. (CO4, K2)

Or

- (b) Give a detailed account of the impact of public relations in tourism. (CO4, K2)

20. (a) Give a detailed account on the importance of photography in tourism. (CO5, K2)

Or

- (b) Explain in detail the necessary skills for becoming a travel photography. (CO5, K2)

R2930

Sub. Code

645403

M.B.A. DEGREE EXAMINATION, APRIL – 2025

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 option.

1. A solo entrepreneur is one who : (CO1, K1)
 - (a) Faces the full risks of the enterprise
 - (b) Usually is personally connected to the employees
 - (c) Is in full control of the enterprise
 - (d) All of the above
2. A business idea for a product becomes an entrepreneurial opportunity when (CO1, K1)
 - (a) You have completed market research which shows that people enjoy your product
 - (b) There are people who are willing to pay for it, you have the capacity to make it and there is not much competition
 - (c) You can see that several people are already running such businesses
 - (d) You are passionate about the product

3. Entrepreneurship in tourism is attractive because : (CO2, K1)
- (a) Skills are necessary, but not time-consuming or expensive to learn
 - (b) The need for investment of money to start a business is higher than other fields
 - (c) The skills needed are highly specialized and require years of learning
 - (d) Individuals with the necessary skills are very rare to find
4. The central and state governments are interested in promoting tourism entrepreneurship because : (CO2, K1)
- (a) Tourism businesses generally require less investment and bring quicker returns and thus help create employment
 - (b) Tourism businesses are easy to run and therefore create employment
 - (c) Tourism can lead to expansion of mental horizons and is a way to promote education
 - (d) Tourism businesses are suitable for those who want to travel and promote culture
5. A business plan is helpful because : (CO3, K1)
- (a) The executive summary is alone enough to understand the business
 - (b) You cannot take advantage of a business opportunity unless you have a full business plan written down
 - (c) It helps clarify issues, plan ahead and raise funds
 - (d) You are sure to achieve all the targets mentioned in the business plan

6. A pre-feasibility study shows an entrepreneur (CO3, K1)
- (a) The way to make a product
 - (b) Places such as banks and other institutions which will offer loans
 - (c) The customers who may not purchase his product
 - (d) If he is likely to earn enough profits to justify going in a business
7. Market research for entrepreneurship should aim at (CO4, K2)
- (a) Setting up stalls to sell your product
 - (b) Reading books related to your product
 - (c) Watching interviews with people who may become customers
 - (d) Understanding customer need, motivations and buying behaviour
8. Bootstrapping means raising financial resources from (CO4, K1)
- (a) Suppliers in the form of credit
 - (b) Other people in return for equity
 - (c) Own savings and resources
 - (d) Banks loans
9. A 'sick' business unit is one (CO5, K1)
- (a) Which has made losses for five years consecutively
 - (b) Which has made losses greater than its net worth in the last financial year
 - (c) Which has made losses greater than its net worth for five years
 - (d) Which has made losses for the last financial year

10. Monitoring your tourism business is important because (CO5, K1)
- (a) Younger customers change preferences quickly and one should be aware of what they prefer
 - (b) Successful entrepreneurs are aware of what is what is happening among Customers and employees
 - (c) One should always adopt the latest technology in order to make money
 - (d) All the above

Part B (5 × 5 = 25)

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

11. (a) Distinguish the types of entrepreneurs. (CO1, K2)

Or

- (b) Compare and contrast the pros and cons of entrepreneurship as a career opportunity. (CO1, K2)

12. (a) Examine the role of family and society in entrepreneurship with special reference to tourism. (CO2, K2)

Or

- (b) Examine the various elements of the business environment which are important for entrepreneurship. (CO2, K4)

13. (a) Examine the importance of the business plan for business success. (CO3, K4)

Or

- (b) Distinguish between pre-feasibility studies and business plans. (CO3, K4)

14. (a) Examine the importance of small-scale industries in the development of the Indian economy. (CO4, K2)

Or

- (b) Discuss the challenges faced in managing tourism start-ups. (CO4, K6)
15. (a) Construct a framework for evaluating a tourism business. (CO5, K6)

Or

- (b) Elaborate on the necessity of and frame work for promotion for tourism enterprises. (CO5, K6)

Part C (5 × 8 = 40)

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

16. (a) Explain the major entrepreneurial opportunities, problems, trends in tourism today. (CO1, K2)

Or

- (b) Summarize the skills needed for success in entrepreneurship. Illustrate with examples from tourism. (CO1, K2)
17. (a) Outline the major state and central government policies and support services relevant to entrepreneurs in tourism. (CO2, K2)

Or

- (b) Examine the factors involved in the management of international tourism businesses. (CO2, K4)

18. (a) Examine the various elements of a business plan.
(CO3, K4)

Or

- (b) Distinguish between the various source for products in tourism.
(CO3, K4)

19. (a) Illustrate the process and importance of marketing research in entrepreneurship with examples from tourism.
(CO4, K2)

Or

- (b) Distinguish between the various stages involved in planning operations in tourism entrepreneurship.
(CO4, K2)

20. (a) Discuss the ways of preventing sickness in a business a tit with reference to tourism. (CO5, K6)

Or

- (b) Discuss some of the recent innovations in tourism business management.
(CO5, K6)

R2931

Sub. Code

645404

M.B.A. DEGREE EXAMINATION, APRIL – 2025

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. The first stage in the customer life cycle is _____.
(CO1, K2)

- (a) Acquisition (b) Reaching
(c) Retention (d) Conversion

2. The value that is obtained from a customer's positive word of mouth through which one can get additional customer is called _____.
(CO1, K2)

- (a) Customer Frequency Value
(b) Customer Lifetime Value
(c) Customer Click through Value
(d) Customer referral value

3. Technology such as AI and chatbots, contribute to CRM by _____ in the tourism sectors? (CO2, K2)
- (a) Reducing customer interactions
 - (b) Eliminating customer feedback
 - (c) Providing personalized recommendation
 - (d) Increasing manual processes
4. The dendrogram tool is a tool used in CRM in conjunction with which of these methodologies? (CO2, K2)
- (a) Discriminant analysis
 - (b) Cluster analysis
 - (c) Regression
 - (d) Pareto analysis
5. Kotler referred to _____ characteristic as variability. (CO3, K2)
- (a) Homogeneity
 - (b) Inseparability
 - (c) Intangibility
 - (d) Heterogeneity
6. Building a long-term customer relationship is the primary focus of customer service in _____. (CO3, K2)
- (a) Relationship Marketing
 - (b) Product Marketing
 - (c) Marketing Segmentation
 - (d) Social Marketing
7. Expand SFM. (CO4, K2)
- (a) Sales Field Allocation
 - (b) Sales Field Audit
 - (c) Sales Fronted Audit
 - (d) Sales Force Automation

8. CRM _____provides insights to customer behaviour and sales performances. (CO4, K2)
- (a) Customer interaction
 - (b) Employee performance
 - (c) Analytics and reporting
 - (d) Competition strategies
9. _____skill is a process of information flow from one person to another. (CO5, K3)
- (a) Interpersonal
 - (b) Communication
 - (c) Emotional Intelligence
 - (d) Negotiation
10. _____enables to understand all institutions and deliver work that satisfies requirements. (CO5, K3)
- (a) Good listening (b) Reliability
 - (c) Empathy (d) Emotional Intelligence

Part B (5 × 5 = 25)

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

11. (a) State the importance of customer relationship management in Hospitality and Aviation industry. (CO1, K2)

Or

- (b) Give an outline on Customer Satisfaction Measurement. (CO1, K2)

12. (a) Discuss the Market Basket Analysis. (MBA)
(CO2, K2)

Or

- (b) Describe the ways of Datamining and Data warehousing.
(CO2, K2)

13. (a) Give a short account of Customer Complaint Resolution.
(CO3, K2)

Or

- (b) Classify the 4-step process in dealing with irate customer.
(CO3, K2)

14. (a) Mention and explain the channels of Product Distribution.
(CO4, K2)

Or

- (b) State the popular strategies in marketing mix in services.
(CO4, K2)

15. (a) Identify the significance of grooming in service industry such as tourism.
(CO5, K3)

Or

- (b) List out the telephonic techniques to be practised in the service industry.
(CO5, K3)

Part C (5 × 8 = 40)

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

16. (a) Explain the importance of customer feedback in shaping the customer experience and improving service delivery.
(CO1, K2)

Or

- (b) Compare and contrast different customer feedback mechanism highlighting their advantage and limitations. (CO3, K2)

17. (a) Define data warehousing and data mining and explain how these concepts are applied in CRM. (CO2, K2)

Or

- (b) Discuss the significance of effective customer complaint resolution in maintaining customer satisfaction. (CO1, K2)

18. (a) Discuss the challenges and strategies involved in balancing demand and capacity in service industries. (CO2, K2)

Or

- (b) Outline strategies for dealing with irate customer and turning negative experiences into positive one. (CO3, K2)

19. (a) Evaluate the factors influencing pricing decisions in service industries and their impact on customer perceptions. (CO4, K2)

Or

- (b) Explain the concept of the service products and how it differs from tangible products in the marketing mix. (CO4, K2)

20. (a) Outline specific telephone technique that contribute to effective communication and customer satisfaction. (CO5, K3)

Or

- (b) Illustrate how a well crafted greeting contributes to creating a positive first impression customer interactions. (CO5, K3)
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R2932

Sub. Code

645505

M.B.A. DEGREE EXAMINATION, APRIL – 2025

Fourth Semester

Tourism Management

***Elective* – TOURGUIDE 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. _____ guides are mostly seen in America and are free-lanced. (CO1, K1)
 - (a) Step-on
 - (b) Step-in
 - (c) Step-off
 - (d) Step-down
2. Expansion of GIT is _____. (CO2, K2)
 - (a) Grand Inclusive Tour
 - (b) Great Independent Tour
 - (c) Group Inclusive Tour
 - (d) Group Independent Tour

3. A tour guide is also known as _____. (CO1, K1)
- (a) Traveller (b) Visitor
(c) Tour leader (d) Instructor
4. Mamallapuram monuments are _____. (CO1, K1)
- (a) Natural sites
(b) Museum sites
(c) Entertainment sites
(d) World heritage sites
5. Expansion of RLG is _____. (CO2, K1)
- (a) Random level guide
(b) Regional level guide
(c) Regular level guide
(d) Rational level guide
6. _____ is a cultural world heritage site included in the year 2023. (CO2, K1)
- (a) Himalayas
(b) Santiniketan
(c) Nalanda University
(d) Deccan Plateau
7. _____ is an example of niche tourism. (CO3, K1)
- (a) Cultural tourism (b) Holidays
(c) Pilgrimage (d) Dark tourism

8. The expansion of IATA is _____. (CO3, K1)
- (a) International Travel Association
 - (b) Indian Air Transport Association
 - (c) International Air Transport Association
 - (d) Indian Air Travel Association
9. Tour guide's _____ serves as an important tool for monitoring activities related to a particular subject. (CO4, K1)
- (a) Log book
 - (b) Hand book
 - (c) Calender book
 - (d) Rough book
10. _____ management in tour guiding refers to how a tour guide responds, manages and recovers from unforeseen events. (CO5, K1)
- (a) Crisis
 - (b) Business
 - (c) Time
 - (d) Event

Part B

(5 × 5 = 25)

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

11. (a) Discuss the various categories of tour guides. (CO1, K4)

Or

- (b) Bring out the role of tour guide as a commentator. (CO1, K4)

12. (a) Describe the responsibilities of a tour guide in making pre trip arrangements. (CO2, K4)

Or

- (b) List out the various types of leadership styles in tour guiding. (CO3, K2)
13. (a) What is the role of a tour guide as a public relations officer? (CO2, K2)

Or

- (b) Examine the safety and security measures to be undertaken during a guided tour. (CO3, K4)
14. (a) Identify the characteristics of an urban site. (CO4, K3)

Or

- (b) Examine training the staff for interpretation in tour guiding. (CO4, K4)
15. (a) Summarise the basic essentials of grooming in tour guiding. (CO2, K3)

Or

- (b) Explain the importance of communication skills for a tour guide. (CO2, K2)

Part C

(5 × 8 = 40)

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

16. (a) Outline the meaning and scope of tour guiding.
(CO1, K5)

Or

- (b) List out the roles and responsibilities of a tour guide.
(CO1, K4)
17. (a) Prepare an itinerary for 5 days and 6 nights to Singapore with senior citizens as your clients.
(CO3, K6)

Or

- (b) Outline the importance of personality development and etiquette in tour guiding.
(CO1, K5)
18. (a) Describe the challenges faced by tour guides.
(CO2, K2)

Or

- (b) Discuss the various sources of professional assistance in tour guiding.
(CO5, K2)
19. (a) Compare and contrast a tour guide and a tour manager.
(CO5, K5)

Or

- (b) What is an itinerary? Summarise the types of itineraries.
(CO1, K5)

20. (a) Enlist the duties of a tour guide after the completion of a tour. (CO3, K3)

Or

- (b) Point out the various evaluation technique in tour guiding. (CO3, K3)
-

R2933

Sub. Code

645508

M.B.A. DEGREE EXAMINATION, APRIL – 2025

Fourth Semester

Tourism Management

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

(CBCS – 2022 onwards)

Time : Three Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

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

1. In disaster management, mitigation measures involves _____.
(CO1, K1)
 - (a) Military action and administration
 - (b) Governmental action and administration
 - (c) NGO action and administration
 - (d) Community action and administration
2. High vulnerability and high hazard are associated with _____.
(CO1, K1)
 - (a) Medium disaster risk
 - (b) Low disaster risk
 - (c) High disaster risk
 - (d) Peak disaster risk
3. Vulnerability analysis comes in mitigation part of the _____ management cycle.
(CO2, K5)
 - (a) Disaster
 - (b) Risk
 - (c) Economic
 - (d) Crisis

4. _____ is not a component of disaster management cycle. (CO2, K5)
(a) Response (b) Construction
(c) Recovery (d) Preparedness
5. Which of the following organization is the apex authority of disaster management in India? (CO3, K5)
(a) NDRF (b) NDMA
(c) SDRF (d) CMDA
6. _____ is defined as the extent to which a community structure, services or geographic area that is likely to be damaged by the impact of a particular disaster. (CO3, K5)
(a) Hazard (b) Vulnerability
(c) Risk (d) Disaster
7. United Nations disaster management teams are responsible for solving problems resulting from disaster in _____. (CO4, K2)
(a) Australia
(b) Asia
(c) United States of America
(d) All continents
8. The level of risk of a disaster depends on _____. (CO4, K2)
(a) Economic value of the elements
(b) Popularity of the tourist destination
(c) Number of hotels in the destination
(d) Total number of people affected
9. The Disaster Management Act was passed in the year _____. (CO5, K4)
(a) 2005
(b) 2009
(c) 2010
(d) 2016

10. Effective hazard management largely rely on _____.
(CO5, K4)
- (a) Emergency responses
 - (b) Government agencies
 - (c) Pre-disaster planning
 - (d) Damage assessment

Part B (5 × 5 = 25)

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

11. (a) Define crisis and its types. (CO1, K1)
Or
(b) How challenges during a crisis can be managed? (CO1, K1)
12. (a) Explain prevention of crisis in tourism business. (CO2, K5)
Or
(b) Determine the need for preparation for disaster in tourism destinations. (CO2, K5)
13. (a) Explain natural disasters and its effects on tourism. (CO3, K5)
Or
(b) Evaluate the steps to be taken for disaster recovery. (CO3, K5)
14. (a) Outline the ways to promote sustainable tourism. (CO4, K2)
Or
(b) Write short notes on techniques to prevent earthquake. (CO4, K2)
15. (a) Interpret the effects of disasters on tourism business. (CO5, K4)
Or
(b) Examine the strategic issues of crisis and disaster in tourism sector. (CO5, K4)

Part C

(5 × 8 = 40)

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

16. (a) List out the reasons for the need for proactive approach to crisis management planning. (CO1, K1)
Or
(b) Describe the various challenges in crisis management. (CO1, K1)
17. (a) Determine the importance of response to crisis in the tourism industry. (CO2, K5)
Or
(b) Evaluate the need for effort to recover from the crisis to improve tourism with examples. (CO2, K5)
18. (a) Determine the challenges involved in prevention of crisis in the tourism business. (CO3, K5)
Or
(b) Justify the importance of disaster recovery and management. (CO3, K5)
19. (a) Write an essay on impact of natural disasters on tourism industry. (CO4, K2)
Or
(b) Explain the effects of disaster planning and management on tourism industry. (CO4, K2)
20. (a) Examine in detail about the tourism behaviour during crisis and disasters. (CO5, K4)
Or
(b) Give a detailed account on managing disaster and crisis based on the government policies. (CO5, K4)
-