

R4673

Sub. Code

25MTM2C1

M.B.A. DEGREE EXAMINATION, APRIL – 2026

Second Semester

Tourism Management

HUMAN RESOURCE MANAGEMENT

(CBCS – 2025 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. Who Classified human capital into intellectual social and emotional capital? (CO1, K1)
 - (a) Leon C. Megginson
 - (b) Michael J. Jucius
 - (c) Fred Luthans
 - (d) Sumantra Ghosal

2. Personnel Management takes a narrow administrative view, while _____ adopts a systems and development – oriented approach. (CO1, K1)
 - (a) Organizational Behaviour
 - (b) Financial Management
 - (c) Human Resource Management
 - (d) Customer Relationship Management

3. When manpower is in surplus, Human Resource Management suggests _____ (CO2, K2)
- (a) Additional recruitment
 - (b) Voluntary Retirement
 - (c) Salary increments
 - (d) New appraisals.
4. The Delphi Technique is used in Human Resource Planning mainly for _____ (CO2, K3)
- (a) Expert – based forecasting
 - (b) Pay roll management
 - (c) Recruitment Testing
 - (d) Grievance Handling
5. The First step in designing a training program is _____ (CO3, K3)
- (a) Evaluation
 - (b) Identifying training needs
 - (c) Budgeting
 - (d) Recruitment
6. Benchmarking in training evaluation means _____ (CO3, K3)
- (a) Cutting costs
 - (b) Setting salary levels
 - (c) Comparing with best training practices
 - (d) Assessing staff turnover

7. The system under which the workers are paid according to the amount of work done or number of units produced, irrespective of the time taken to do the work is known as _____ (CO4, K2)
- (a) Piece Rate Wage System
 - (b) Time Rate Wage System
 - (c) Performance Rate Wage System
 - (d) Incentive Rate Wage System
8. _____ is a type of Group Incentive System. (CO4, K1)
- (a) Halsey Plan (b) Rowan Plan
 - (c) Emerson Plan (d) Scalton Plan
9. ILO defines industrial relations as relations between _____ and _____ (CO5, K2)
- (a) State and Citizens
 - (b) Employers, Employees and their organizations
 - (c) Government and industries
 - (d) Workers and customers
10. Trade Union play a major role in _____ (CO5, K2)
- (a) Profit sharing
 - (b) Fixing management salaries
 - (c) Representing worker's interest
 - (d) Recruiting Staff

Part B

(5 × 5 = 25)

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

11. (a) Discuss the functions of Human Resource Management. (CO1, K2)

Or

- (b) Explain the objectives of Human Resource Management with suitable examples. (CO1, K2)

12. (a) Discuss the importance of selection and its methods. (CO2, K2)

Or

- (b) How would you examine the objectives of Human Resource Planning. (CO2, K4)

13. (a) Categorize the methods of performance appraisal. (CO3, K4)

Or

- (b) How would you classify the different types of employee training. (CO3, K4)

14. (a) Explain the factors affecting wage and salary administration. (CO4, K2)

Or

- (b) Illustrate some of the important modes of compensation. (CO4, K4)

15. (a) Outline the nature of Trade Unions. (CO5, K4)

Or

- (b) Assess the importance of agreement at different levels related to industrial relations. (CO5, K5)

Part C

(5 × 8 = 40)

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

16. (a) Summarize the role of Human Resource Management. (CO1, K5)

Or

- (b) Interpret the Human Resource trends and opportunities in the present scenario. (CO1, K2)

17. (a) Illustrate the process of recruitment in an organization. (CO2, K3)

Or

- (b) Explain in detail how to find the sources of recruitment. (CO2, K4)

18. (a) Discuss the list of need for employee training. (CO3, K4)

Or

- (b) Examine some of the significant grievance procedures practiced by the Human Resource Department. (CO3, K3)

19. (a) Explain the kind of incentives with examples. (CO4, K2)

Or

- (b) Discuss what it means by fringe benefits in relation to employee's salary or wage administration. Explain about its importance and types. (CO4, K2)

20. (a) Justify the problems of Trade Unions. (CO5, K5)

Or

(b) Argue how settlement of Industrial disputes would help in smooth functioning of the organization.
(CO5, K5)

R4674

Sub. Code

25MTM2C2

M.B.A. DEGREE EXAMINATION, APRIL – 2026

Second Semester

Tourism Management

ITINERARY PLANNING AND AIR TICKETING

(CBCS – 2025 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 itinerary that is prepared according to individual traveller preferences is (CO1, K1)
 - (a) Ready-made itinerary
 - (b) Tailor-made itinerary
 - (c) Tour guide itinerary
 - (d) Product-based itinerary

2. FIT in tourism terminology refers to (CO1, K1)
 - (a) Fully Inclusive Tour
 - (b) Foreign Independent Tour
 - (c) Free Independent Traveller
 - (d) Fixed Itinerary Tour

3. The document used to authorise prepaid tour services is (CO2, K1)
- (a) Cost sheet (b) Guest comment sheet
- (c) Tour voucher (d) Air way bill
4. The cost component that remains constant irrespective of group size is (CO2, K1)
- (a) Variable cost (b) Fixed cost
- (c) Marginal cost (d) Operational cost
5. The distribution channel that connects customers with multiple tourism service providers through a digital platform is (CO3, K1)
- (a) Grand tour operator
- (b) Online travel agency
- (c) Tour operator
- (d) Transport contractor
6. The tour package specially designed for business meetings and events is (CO3, K1)
- (a) cultural tour package
- (b) leisure tour package
- (c) MICE package
- (d) Adventure tour package
7. The organisation responsible for regulating and facilitating international air transport operations is (CO4, K1)
- (a) ICAO (b) DGCA
- (c) IATA (d) FAA

8. The code system used globally to identify airports is (CO4, K1)
- (a) Airline code (b) Airport code
- (c) City code (d) Ticket number
9. The publication used for obtaining worldwide airline schedules and routing information is (CO5, K1)
- (a) BSP (b) TIM
- (c) OAG (d) CRS
10. The system used for billing and settlement between airlines and accredited travel agencies is (CO5, K1)
- (a) GDS (b) OAG
- (c) BSP (d) CRS

Part B

(5 × 5 = 25)

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

11. (a) Illustrate the process of itinerary planning by preparing a simple tour itinerary for a domestic destination. (CO1, K3)

Or

- (b) Demonstrate how Group Inclusive Tours (GIT) and Free Independent Tours (FIT) differ in practical tour planning situations. (CO1, K3)

12. (a) Examine the stages involved in preparing a tour itinerary and analyse the role of coordination among tour operators, guides and transport providers. (CO2, K4)

Or

- (b) Analyse the standard operating procedures followed during hotel check-in and check-out and their impact on guest satisfaction. (CO2, K4)

13. (a) Classify the components of a tour package and analyse how each component contributes to the overall tour experience. (CO3, K4)

Or

- (b) Examine the sequential stages involved in the design of a tour package and analyse the activities carried out at each stage. (CO3, K4)

14. (a) Assess the role of International Air Transport Association (IATA) in regulating and facilitating international air transportation. (CO4, K5)

Or

- (b) Evaluate the effectiveness of the flight booking procedures followed by travel agencies in ensuring accurate ticketing and passenger satisfaction. (CO4, K5)

15. (a) Design a suitable workflow showing how the Official Airline Guide (OAG) is used for air fare management and flight scheduling. (CO5, K6)

Or

- (b) Develop a comparison framework highlighting the features of different air ticket booking platforms. (CO5, K6)

Part C

(5 × 8 = 40)

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

16. (a) Classify and analyse the different types of itineraries used in the tourism industry, highlighting their features. (CO1, K4)

Or

- (b) Examine the tour formulation and itinerary designing process and the process influencing itinerary decisions. (CO1, K4)

17. (a) Analyse the various components of tour cost and demonstrate the preparation of a cost sheet for a tour package. (CO2, K4)

Or

- (b) Illustrate the pricing strategies adopted by tour operators in a competitive tourism market. (CO2, K4)

18. (a) Design a comprehensive distribution strategy for marketing tour packages using online and offline channels. (CO3, K6)

Or

- (b) Formulate a corporate or MICE tour package clearly indicating objectives, components and target segment. (CO3, K6)

19. (a) Evaluate the importance of IATA airline, airport and city codes in ensuring efficiency in global air travel operations, with examples. (CO4, K5)

Or

- (b) Critically assess the procedures followed for handling flight cancellations and passenger refunds. (CO4, K5)

20. (a) Demonstrate air fare calculation techniques with reference to Extra Mileage Allowance (EMA) and Higher Intermediate Points (HIP) (CO5, K4)

Or

- (b) Evaluate the significance of the billing and settlement plan (BSP) in airline ticketing and financial settlement systems. (CO5, K5)
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R4675

Sub. Code

25MTM2C3

M.B.A. DEGREE EXAMINATION, APRIL – 2026

Second Semester

Tourism Management

ASIAN CULTURAL HERITAGE & TOURISM

(CBCS – 2025 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 travel represents cultural tourism in Asia? (CO1, K1)
 - (a) Leisure and relaxation
 - (b) Shopping and entertainment
 - (c) Experience heritage
 - (d) For medical treatment

2. Cultural tourism gained sufficient global recognition after (CO1, K1)
 - (a) Industrial revolution
 - (b) Renaissance
 - (c) Establishment of UNESCO
 - (d) Invention of railways

3. Cultural tourism can be defined as tourism. (CO2, K1)
- (a) Based on landscapes
 - (b) Based on cultural attractions
 - (c) Involving adventure
 - (d) Related to wildlife
4. Which of the following is NOT an aspect of Cultural Tourism? (CO2, K1)
- (a) Preservation of heritage
 - (b) Economic development
 - (c) Cultural understanding
 - (d) Depletion of resources
5. Which Asian country is globally known for Sushi as part of its culinary heritage? (CO3, K1)
- (a) China
 - (b) Thailand
 - (c) Japan
 - (d) Vietnam
6. The Thar desert known for its cultural desert heritage is located in (CO3, K1)
- (a) Saudi Arabia
 - (b) Mongolia
 - (c) India and Pakistan
 - (d) China

7. Indian Miniature painting flourished mainly under the patronage of (CO4, K1)
- (a) British rulers
 - (b) Mughal Emperors
 - (c) French traders
 - (d) Portuguese Missionaries
8. Indian classical music is broadly classified into how many major traditions? (CO4, K1)
- (a) One
 - (b) Three
 - (c) Two
 - (d) Four
9. Which of the following is a UNESCO world heritage site in India? (CO5, K1)
- (a) Gateway of India
 - (b) Qutub Minar
 - (c) India Gate
 - (d) Lotus Temple
10. The Prasad scheme in India focuses on? (CO5, K1)
- (a) Development of industrial corridors
 - (b) Adventure tourism
 - (c) Development of pilgrimage tourism
 - (d) Conservation of wildlife

Part B

(5 × 5 = 25)

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

11. (a) Define cultural tourism and explain its importance.
(CO1, K3)

Or

- (b) Interpret the tangible and intangible resources of tourism and their scope.
(CO1, K3)

12. (a) Explain the traditional art forms in Asia. (CO2, K4)

Or

- (b) State the importance of food and culinary heritage in Asia.
(CO2, K2)

13. (a) Report the importances of major monuments in Asia.
(CO3, K2)

Or

- (b) Enumerate on the popular forts in Asia. (CO3, K2)

14. (a) State the characteristic features of the Asian Architectural style.
(CO4, K4)

Or

- (b) Point out the important themes in Indian folk dances.
(CO4, K4)

15. (a) Describe the key features of theme based circuits.
(CO5, K5)

Or

- (b) Determine the criteria for designation of a monument as a UNESCO world heritage site.
(CO5, K5)

Part C

(5 × 8 = 40)

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

16. (a) Narrate the evolution of Aisan architecture. (CO1, K3)

Or

- (b) Explain the procedure for identifying popular fairs in Asia. (CO1, K4)

17. (a) Interpret the significance of calligraphy and pottery in Asia. (CO2, K2)

Or

- (b) Elaborate on the major festivals in Asia. (CO2, K2)

18. (a) Explain the importance of Heritage palaces in Asia. (CO3, K2)

Or

- (b) Report on the popular heritage sites that draw more tourists. (CO3, K2)

19. (a) Elucidate on the important architectural structures of the chettinad style. (CO4, K4)

Or

- (b) Explain the Bengal school of art. (CO4, K4)

20. (a) Elaborate on the Himalayan and Spiritual Circuit.
(CO5, K5)

Or

- (b) Interpret the scope of the National Mission on Monuments and Antiquities (NMMA). (CO5, K5)
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R4676

Sub. Code

25MTM2C4

M.B.A. DEGREE EXAMINATION, APRIL – 2026

Second Semester

Tourism Management

TOURISM PRODUCTS AND SERVICES

(CBCS – 2025 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. Heritage that exists in a material form and can be physically touched is classified as _____. (CO1, K2)
 - (a) Intangible heritage
 - (b) Living Heritage
 - (c) Tangible heritage
 - (d) National Cultural heritage

2. The term “Culture” originates from the Latin word Cultus, which primarily refers to _____. (CO1, K1)
 - (a) Movement and travel
 - (b) Telling, Cultivating or refining
 - (c) Trade and Commerce
 - (d) Modern Technology

3. Which Indian state is home to the Mudumalai Sanctuary?
(CO2, K1)
- (a) Tamil Nadu (b) Kerala
(c) Karnataka (d) Andhra Pradesh
4. The Rann of Kutch in Gujarat is the primary habitat for _____.
(CO2, K2)
- (a) One-horned Rhino
(b) Wild Ass (Onager)
(c) Bengal Tiger
(d) Snow Leopard
5. The “City of Victory”, built by Emperor Akbar and part of the Agra circuit is _____.
(CO3, K2)
- (a) Gwalior
(b) Sikandara
(c) Jaipur
(d) Fatehpur Sikri
6. _____ in the Jain Pilgrimage circuit is home to the 17-metre-high statue of Gomateshwar (Bahubali).
(CO3, K2)
- (a) Palitana
(b) Mt. Abu
(c) Shrawanbelagola
(d) Pawapuri

7. The traditional bobble - head dancing doll is a unique handicraft of _____. (CO4, K2)
- (a) Kondapalli (b) Thanjavur
(c) Nirmal (d) Saharampur
8. _____ manmade attraction involves a “Composite Museum” with departments of Anthropology, Zoology and Botany. (CO4, K2)
- (a) National Museum, New Delhi
(b) Indian Museum Kolkata
(c) Salarjung Museum, Hyderabad
(d) Allahabad Museum
9. “Camping Tourism” is often associated with _____ form of contemporary travel. (CO5, K2)
- (a) MICE
(b) Medical
(c) Heritage
(d) Eco-tourism and Adventure
10. Tourism packages designed to experience the rustic life and agricultural practices of villages are called _____. (CO5, K1)
- (a) Rural Tourism
(b) Golf Tourism
(c) Camping Tourism
(d) Adventure Tourism

Part B

(5 × 5 = 25)

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

11. (a) Define Cultural heritage. Mention the characteristics of Cultural Heritage of India.
(CO1, K1)

Or

- (b) Describe the heritage management organizations.
(CO1, K2)

12. (a) Explain the caves and caves drawings in Tamil Nadu.
(CO2, K4)

Or

- (b) Discuss the Backwater tourism in Kerala. (CO2, K2)

13. (a) Outline the major attractions within the Jain Pilgrimage Circuit spanning Gujarat and Bihar.
(CO2, K4)

Or

- (b) Discuss the “Golden Triangle of South India” and explain any one city in brief. (CO3, K2)

14. (a) Examine the role of amusement and theme parks as contemporary manmade commercial attractions.
(CO4, K3)

Or

- (b) Illustrate the importance of live entertainments as tourism attractions. (CO4, K3)

15. (a) Expand and explain MICE. (CO5, K3)

Or

- (b) Analyze the unique appeal of Golf Tourism as a niche contemporary destination product. (CO5, K4)

Part C (5 × 8 = 40)

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

16. (a) Give a detailed account of stages of Indian Cultural and heritage evolution. (CO1, K2)

Or

- (b) Critically evaluate the different types of Heritage tourism. (CO1, K5)

17. (a) Examine any five wildlife sanctuaries or national parks in India. (CO2, K3)

Or

- (b) Explain the popular hill stations in India for tourism appeal. (CO2, K5)

18. (a) Evaluate the socio-economic impact of religious circuits in India. (CO3, K4)

Or

- (b) Compare and contrast the inter-state and Intra-state circuits with examples. (CO3, K4)

19. (a) Analyze the role and importance of supplementary accommodation and its types. (CO4, K4)

Or

- (b) Identify and explain any five adventure tourism destinations in India. (CO4, K3)

20. (a) Write a detailed note on Eco-tourism in India.
(CO5, K6)

Or

(b) Explain the medical tourism destinations in India.
(CO5, K5)

R5034

Sub. Code

645401

M.B.A. DEGREE EXAMINATION, APRIL – 2026

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. _____ determines the Fiscal and Managerial policy.
(CO1, K2)
(a) Chemistry (b) History
(c) Economics (d) Civics

2. _____ refers to trade and technology that have made the world more connected.
(CO1, K2)
(a) Globalisation
(b) Industrialisation
(c) Colonisation
(d) Polarisation

3. Tourism demand and its types are determined based on the reason to _____.
(CO2, K2)
(a) purchase (b) travel
(c) sale (d) agree

4. _____ paradox is related to the concept of demand in tourism. (CO2, K2)
- (a) Griffon (b) Hamilton
(c) Clinton (d) Fletcher
5. The aspect of cost determines the _____. (CO3, K2)
- (a) Cost reduction
(b) Cost behaviour
(c) Cost control
(d) Cost function
6. _____ have given a clean picture of Homogeneous and homothetic production functions. (CO3, K2)
- (a) Bob-Douglas (b) Cobb-Herber
(c) Cobb-Douglas (d) Bob-Herber
7. The theories of profit as propounded by knight deals with _____. (CO4, K2)
- (a) Dynamics (b) Innovation
(c) Risk (d) Uncertainty
8. Price discrimination is a _____ strategy. (CO4, K2)
- (a) Pricing (b) Demand
(c) Supply (d) Marketing
9. The _____ effect in economics refers to the concept than an a initial increase in spending can lead to larger spendings and overall income. (CO5, K3)
- (a) Demand (b) Multiplied
(c) Addon (d) Stiffend

10. Tourist spendings _____ the economy of the host country. (CO1, K2)
- (a) depreciation (b) reduces
(c) drains (d) boosts

Part B (5 × 5 = 25)

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

11. (a) State the nature of management economics. (CO1, K2)

Or

- (b) Give a brief account of liberalization. (CO1, K2)

12. (a) Discuss the determinants of Tourism demand. (CO2, K2)

Or

- (b) Discuss the life cycle factors. (CO2, K2)

13. (a) Give a short account of lost function. (CO3, K2)

Or

- (b) Classify the Homothestic production in functions. (CO3, K2)

14. (a) Mention and explain profit functions. (CO4, K2)

Or

- (b) State the significance of cost volume profit analysis. (CO4, K2)

15. (a) Identify the significance of the displacement effect. (CO5, K3)

Or

- (b) List out the benefits of tourism to the society. (CO5, K3)

Part C

(5 × 8 = 40)

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

16. (a) Explain the significance of in decision making and fundamental concepts. (CO1, K2)

Or

- (b) Compare and contrast micro and macro economics. (CO3, K2)

17. (a) Elaborate on the cost-output relationship. (CO2, K2)

Or

- (b) Discuss the importance of the growth of tourism demand in India. (CO1, K2)

18. (a) Describe the pricing and output decision under monopoly. (CO4, K2)

Or

- (b) Outline the strategies of Profit Maximization. (CO4, K2)

19. (a) Evaluate the factors that determine cost behaviour and business decision. (CO3, K2)

Or

- (b) Explain the theories of profit by Clark. (CO4, K2)

20. (a) Describe Economic impact of tourism. (CO5, K3)

Or

- (b) Illustrate the displacement effect and tourist spendings. (CO5, K5)

R5035

Sub. Code

645402

M.B.A. DEGREE EXAMINATION, APRIL – 2026

Fourth Semester

Tourism Management

TRAVEL MEDIA AND PUBLIC RELATIONS

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

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

1. _____ is a book that contains pieces of writing or poems, often on the same subject by different authors. (CO1, K1)

- (a) Autobiography
- (b) Travelogue
- (c) Anthology
- (d) Report

2. _____ is a type of travel magazine. (CO1, K1)

- (a) National Geographic Traveller
- (b) The Hindu
- (c) Economic Weekly
- (d) Frontline

3. _____ is a form of electronic media. (CO2, K1)
- (a) Journal
 - (b) Websites
 - (c) Catalogue
 - (d) Travelogue
4. _____ is a written, spoken or visual account of a journey, often sharing personal experience, observations and reflections about places visited. (CO2, K1)
- (a) Monologue
 - (b) Dialogue
 - (c) Catalogue
 - (d) Travelogue
5. _____ is a broadcast over internet. (CO3, K2)
- (a) Webcast
 - (b) Telecast
 - (c) Presentation
 - (d) Seminar
6. Press releases, sponsorships, special events and web pages are part of _____ (CO3, K2)
- (a) Public Relations
 - (b) Advertising
 - (c) Sales promotion
 - (d) Direct marketing

7. _____ is not a function of PR department. (CO4, K1)
- (a) Lobbying
 - (b) Corporate Communication
 - (c) Selling
 - (d) Counselling
8. _____ is a type of photography focussing on capturing the feeling of time and place, its people and culture in its natural state. (CO4, K1)
- (a) Portrait photography
 - (b) Wildlife photography
 - (c) Landscape photography
 - (d) Travel photography
9. _____ is a technique used to manage tourist photography to avoid overcrowding and congestion. (CO5, K2)
- (a) Designated photography zones
 - (b) Cultural sensitivity workshops
 - (c) Community ambassadors
 - (d) All of the above
10. DSLR stands for _____ (CO5, K2)
- (a) Digital single lens reflex
 - (b) Digital side length reflex
 - (c) Direct single level reflex
 - (d) None of the above

Part B

(5 × 5 = 25)

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

11. (a) State the foundations of Travel Writing. (CO1, K2)

Or

- (b) Give an outline of the structure of a coffee table book. (CO1, K2)

12. (a) Explain the role of Electronic media in documenting of destination. (CO2, K4)

Or

- (b) Outline the nature of media coverage. (CO2, K2)

13. (a) Describe the features and significance of Travelogue writing. (CO3, K2)

Or

- (b) Explain innovation in travel media with reference to special internet prices. (CO3, K4)

14. (a) Discuss the various elements of public relations. (CO4, K2)

Or

- (b) Examine the functions of public relations department. (CO4, K2)

15. (a) Evaluate the significance of non-photographic illustrations. (CO5, K5)

Or

- (b) Explain how to portray experiences through photography. (CO5, K4)

Part C (5 × 8 = 40)

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

16. (a) Explain Travel writing and mention its various types. (CO1, K4)

Or

- (b) Describe the role of guide books in a non-guided tour. (CO3, K2)

17. (a) Write a note on telecast and webcast. (CO2, K2)

Or

- (b) Explain the process involved in writing travel programme scripts. (CO1, K4)

18. (a) Describe the steps involved in writing reviews. (CO2, K2)

Or

- (b) Identify recent trends in travel writing. (CO3, K2)

19. (a) Analyse the nature and scope of public relations. (CO4, K4)

Or

- (b) Examine the objective and purpose of public relations. (CO4, K3)

20. (a) Assess the basic settings and features of DSLR. (CO5, K5)

Or

- (b) Determine the importance of portraying travel experiences through photography. (CO5, K5)
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R5036

Sub. Code

645403

M.B.A. DEGREE EXAMINATION, APRIL – 2026

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. _____ is not a characteristic of a successful entrepreneur. (CO1, K1)
 - (a) Innovation
 - (b) Risk-taking
 - (c) Rigidity
 - (d) Leadership

2. _____ emerging area has high potential for entrepreneurship in tourism. (CO1, K1)
 - (a) Traditional forming
 - (b) Tour operations and Homestays
 - (c) Mining
 - (d) Automobile repair

3. _____ is an element of the business environment. (CO2, K2)
- (a) Political policies
 - (b) Social values
 - (c) Economic factors
 - (d) All of the above
4. Which organisation provides entrepreneurship training in India? (CO2, K2)
- (a) State Government Agencies
 - (b) UNESCO
 - (c) WTTC
 - (d) WTO
5. _____ is the first step before preparing a business plan. (CO3, K3)
- (a) Hire Staff
 - (b) Pre-feasibility study
 - (c) Spend Capital
 - (d) Launch marketing
6. Local culture is a _____ for tourism business products. (CO3, K2)
- (a) Challenge
 - (b) Purpose
 - (c) Source
 - (d) Promotion

7. Venture Capital is mainly used for _____. (CO4, K2)
- (a) Buying land
 - (b) Daily operations
 - (c) Marketing research only
 - (d) Funding innovation and start-up
8. _____ is an example of a SSI in tourism. (CO4, K2)
- (a) Tour agency
 - (b) Large airline
 - (c) Hotel chain
 - (d) International Cruise Lines
9. _____ is a method to prevent business failure. (CO5, K4)
- (a) Avoid evaluation
 - (b) Reduce innovation
 - (c) Frequent monitoring
 - (d) Over-invest
10. Which is an outcome of innovation in tourism business? (CO5, K2)
- (a) Market stagnation
 - (b) Competitive edges and growth
 - (c) Business loss
 - (d) Poor service

Part B

(5 × 5 = 25)

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

11. (a) Discuss the characteristics of successful Entrepreneurs. (CO1, K2)

Or

- (b) State the emerging areas of Entrepreneurship in Travel Sector. (CO1, K2)

12. (a) Give a brief account of International Tourism Management. (CO2, K2)

Or

- (b) Describe the role of family and society in Entrepreneur. (CO2, K2)

13. (a) Explain the financial aspects of the Business plan. (CO3, K4)

Or

- (b) Identify the need and importance of pre-feasibility study. (CO3, K2)

14. (a) Examine the role and significance of SSI in the development of the Indian Economy. (CO4, K4)

Or

- (b) Give an outline of Tourism product launching. (CO4, K2)

15. (a) Explain the method of preventing sickness and Rehabilitation of sick business units. (CO5, K3)

Or

- (b) Illustrate the organisational framework for promotion and development in tourism. (CO5, K2)

Part C

(5 × 8 = 40)

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

16. (a) Describe the definition, meaning of Entrepreneurship and as a concept. (CO1, K2)

Or

- (b) Examine entrepreneurial opportunities, problems and current trends in tourism. (CO1, K4)

17. (a) Explain and elaborate the entrepreneurial factors affecting tourism growth. (CO2, K5)

Or

- (b) Compare and contrast the central and state government industrial policies and regulations for tourism. (CO2, K5)

18. (a) Discuss the definition of business plan, its importance and marketing aspects of the Business plan. (CO3, K6)

Or

- (b) Mention the sources and methods for preparing Tourism Business Plan. (CO3, K6)

19. (a) Explain the finance and Human Resource mobilization of Tourism Business. (CO4, K4)

Or

(b) Mention and elucidate the policies governing small scale industries. (CO4, K5)

20. (a) Assess the monitoring and evaluation of Tourism Business Management. (CO5, K5)

Or

(b) Write a detailed note on innovations in Tourism Business Management. (CO5, K5)

R5037

Sub. Code

645404

M.B.A. DEGREE EXAMINATION, APRIL – 2026

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. _____ is one of the elements of customer relationship management. (CO1, K2)
 - (a) Post purchase transactions
 - (b) Data capturing
 - (c) Data processing
 - (d) Value analysis

2. Heavy and reliable users of product/services : not price sensitive, do not hesitate to try new products and are considered to be very loyal is the characteristic of _____ type of customer. (CO2, K2)
 - (a) Gold
 - (b) Iron
 - (c) Platinum
 - (d) Lead

3. _____ helps managers in appropriate decision making as to the right time to launch a product, pricing strategies, choosing media for promotion, etc. (CO2, K2)
- (a) Operative data analysis
 - (b) Technical data analysis
 - (c) Customer data analysis
 - (d) Behavioural data analysis
4. Which of the following dimensions of service quality will be helpful in keeping customers informed in language they can understand and listening? (CO2, K2)
- (a) Responsiveness
 - (b) Communication
 - (c) Reliability
 - (d) Credibility
5. Which of the following customers should be handled with tact and the transactions must not be allowed to worsen? (CO3, K2)
- (a) Platinum
 - (b) Iron
 - (c) Gold
 - (d) Irate
6. Receiving _____ will lead to new and improved product or services. (CO3, K1)
- (a) Cross-selling opportunities
 - (b) Training
 - (c) Customer feedback
 - (d) Applications

7. An enterprise must anticipate the problems that customers might encounter after purchasing through _____.
(CO4, K2)
- (a) Post-purchase transactions
 - (b) Feedback
 - (c) Training
 - (d) Specialized distribution system
8. Identifying repeat customers, identifying and ranking 'best customers' and identifying most profitable customers are the main aspects of _____ analysis.
(CO4, K1)
- (a) RFA
 - (b) RFS
 - (c) RFM
 - (d) RFC
9. _____ is a good customer relationship management practice.
(CO5, K1)
- (a) Greeting the customer
 - (b) Productivity planning
 - (c) Promoting the product
 - (d) Addressing the customer complaints
10. Through _____, a traveller gets points for each flight he/she flies with the airline based on the miles covered. He/she can redeem these points for a free air ticket.
(CO5, K3)
- (a) Frequent Flyer Programmes
 - (b) APEX fares
 - (c) Hierarchy policy
 - (d) Seasonal fares

Part B

(5 × 5 = 25)

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

11. (a) Explain the basic qualities of a loyal customer. (CO1, K2)

Or

- (b) Summarize the necessity of customer relationship management in tourism. (CO1, K2)

12. (a) Give some examples for elective listening skills. (CO2, K2)

Or

- (b) Discuss the ethics and legalities of data usage in customer relationship management. (CO2, K2)

13. (a) Explain the value of feedback. (CO3, K4)

Or

- (b) Distinguish and discuss various methods of feedback collection from the customers. (CO3, K2)

14. (a) Examine the dynamics of services marketing management. (CO4, K2)

Or

- (b) Distinguish in detail the popular strategies in marketing mix. (CO4, K3)

15. (a) Outline the advantages of greeting the customer. (CO5, K3)

Or

- (b) Evaluate the importance of grooming at workplace. (CO5, K5)

Part C

(5 × 8 = 40)

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

16. (a) Discuss the elements of customer relationship management. (CO1, K2)

Or

- (b) Distinguish between the characteristics of a customer and a consumer with examples. (CO1, K2)

17. (a) Summarize and explain the Market Basket Analysis (MBA). (CO2, K4)

Or

- (b) Explain in detail how body language impacts the customer care with appropriate examples. (CO2, K4)

18. (a) Estimate the four step process to deal with irate customers. (CO3, K5)

Or

- (b) Give a detailed account on feedback mechanisms. (CO3, K5)

19. (a) Classify and examine the importance of marketing mix in services. (CO4, K4)

Or

- (b) Explain the seven elements of service marketing mix. (CO4, K4)

20. (a) Interpret and list out good customer relationship management practices to build customer loyalty. (CO5, K5)

Or

- (b) Give a detailed account on the significance of listening to the customer. (CO5, K5)
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R5038

Sub. Code

645505

M.B.A. DEGREE EXAMINATION, APRIL – 2026

Fourth Semester

Tourism Management

Elective – TOUR GUIDE AND SERVICES

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

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

1. According to the 1987 Code, who must accredit a tour guide to work for a fee? (CO1, K2)
 - (a) Local Hotel
 - (b) Department of Tourism
 - (c) Aviation Industry
 - (d) IATA

2. The primary duty of a tour guide is _____. (CO1, K1)
 - (a) Booking flights
 - (b) Selling insurance
 - (c) Managing hotels
 - (d) Conducting tours and giving explanations

3. _____ aspect of hygiene is most sensitive for a guide due to constant interaction? (CO3, K2)
- (a) Foot care
 - (b) Oral or Dental care
 - (c) Nail care
 - (d) Ear care
4. Why should a guide avoid “loud” jewellery or accessories? (CO3, K2)
- (a) High cost
 - (b) Cultural bans
 - (c) Weight
 - (d) They distract the audience
5. Which type of itinerary is prepared for individual travellers who prefer freedom of choice? (CO3, K1)
- (a) FIT
 - (b) GIT
 - (c) MICE
 - (d) Vendor
6. A “Minute-Wise Day Programme” is primarily handed over to _____ (CO3, K2)
- (a) Tourist
 - (b) Driver and guide
 - (c) Travel Agent
 - (d) Travel Insurance company

7. Travel consulting promotes improvement in _____ area.
(CO4, K1)
- (a) Distribution systems
 - (b) Human Resources
 - (c) Tour Managing
 - (d) Accommodation
8. A “Customer-Oriented Mindset” is essential for a consultant because _____
(CO4, K2)
- (a) It looks good
 - (b) It saves power
 - (c) It helps in building trust
 - (d) It is a rule
9. “Porterage and Tips” are generally NOT included in _____
(CO5, K2)
- (a) Group tours
 - (b) Individual tours
 - (c) Cruises
 - (d) Package tours
10. A “Same-Day Visitor” is also known as an _____
(CO5, K1)
- (a) Excursionist
 - (b) Adventurer
 - (c) Outbounder
 - (d) Homebody

Part B

(5 × 5 = 25)

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

11. (a) Explain the meaning and definition of Tour guide.
(CO1, K2)

Or

- (b) Mention the general instructions to be followed in sacred places.
(CO1, K2)

12. (a) Describe the procedure to review an itinerary.
(CO2, K2)

Or

- (b) Discuss the skills required while leading the participants.
(CO2, K2)

13. (a) Write a brief note on Public Relation in tourism.
(CO3, K1)

Or

- (b) What are the ways to co-ordinate with the main office during the tour?
(CO3, K1)

14. (a) Identify the responsibilities of tour guide. (CO4, K3)

Or

- (b) Illustrate the need for multimedia presentation in tour guiding.
(CO4, K3)

15. (a) Analyse the challenges of tour guide profession. (CO5, K4)

Or

- (b) Examine the sources for professional assistance in tour guiding. (CO5, K4)

Part C (5 × 8 = 40)

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

16. (a) Describe the different types of tour guide. (CO1, K2)

Or

- (b) Mention the process of commentary, answering questions while conducting a tour. (CO2, K2)

17. (a) Discuss the importance of dressing and personal grooming in tour guiding. (CO2, K2)

Or

- (b) Describe the preparation of tour in detail. (CO2, K2)

18. (a) Write a detailed note on conducting various types of tours. (CO3, K1)

Or

- (b) What are the skills needed to deliver all information's during the tour? (CO3, K1)

19. (a) Explain the characteristics of natural and historical sites. (CO4, K3)

Or

- (b) Demonstrate the interpretation for specific groups especially the young and disabled community. (CO5, K1)

20. (a) Analyze the evaluation of techniques in tour interpretation. (CO5, K4)

Or

- (b) Examine the interpretative planning in tour guiding. (CO5, K4)
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R5039

Sub. Code

645508

M.B.A. DEGREE EXAMINATION, APRIL – 2026

Fourth Semester

Tourism Management

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

(CBCS – 2022 onwards)

Time : 3 Hours

Maximum : 75 Marks

Part A

(10 × 1 = 10)

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

1. A crisis in tourism is best describe as (CO1, K1)
 - (a) A seasonal decline in tourist arrival
 - (b) An unexpected event threatening tourism operations and image
 - (c) A planned business change
 - (d) A marketing strategy

2. Crisis communication aims to (CO1, K1)
 - (a) Delay response
 - (b) Great panic
 - (c) Provide clear and reliable information
 - (d) Hide facts

3. Crisis management in tourism is a (CO2, K1)
 - (a) Continuous process
 - (b) One time activity
 - (c) Seasonal activity
 - (d) Marketing function

4. Crisis preparedness improves (CO2, K1)
- (a) Tourist fear
 - (b) Financial loss
 - (c) Destination decline
 - (d) Organizational confidence
5. Man-made disasters in tourism include (CO3, K1)
- (a) Cyclones (b) Earth quakes
 - (c) Terrorist attacks (d) Volcanic eruptions
6. Which of the following is an example of national disaster affecting tourism? (CO3, K1)
- (a) Terrorist attack (b) Earth quake
 - (c) Political instability (d) Employees strike
7. Disaster management in tourism mainly focuses (CO4, K1)
- (a) Profit maximization
 - (b) Tourist safety and business community
 - (c) Advertising campaigns
 - (d) Seasonal Tourism planning
8. Sustainable tourism helps in (CO4, K1)
- (a) Increasing tourist flow
 - (b) Ignoring environmental issues
 - (c) Promoting mass tourism
 - (d) Reducing disaster risk
9. A destination's ability to recover quickly is called (CO5, K1)
- (a) Vulnerability (b) Exposure
 - (c) Resilience (d) Sensitivity

10. Tourism crisis management plans should be (CO5, K1)
- (a) Flexible and updated
 - (b) Static and fixed
 - (c) Ignored during emergencies
 - (d) Confidential only

Part B

(5 × 5 = 25)

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

11. (a) Determine the various types of crisis events. (CO1, K3)
- Or
- (b) Examine leadership challenges in crisis management. (CO1, K3)
12. (a) Describe crisis management cycle. (CO2, K2)
- Or
- (b) Explain risk assessment in tourism. (CO2, K2)
13. (a) Discuss the importance of geoinformatics in disaster management. (CO3, K2)
- Or
- (b) Summarise the various types of natural disasters. (CO3, K2)
14. (a) Analyse the various disaster factors affecting tourism industry. (CO4, K4)
- Or
- (b) Outline ways to reduce disaster risk in tourism industry. (CO4, K4)
15. (a) Evaluate the impact of natural disasters on global tourism. (CO5, K5)
- Or
- (b) Assess the various policies formulated for crisis management in coastal tourist destinations. (CO5, K5)

Part C

(5 × 8 = 40)

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

16. (a) Examine the importance of communication at various stages during crisis management. (CO1, K3)

Or

- (b) Show how proper planning can help in crisis management in tourism industry. (CO1, K3)

17. (a) Describe the steps to be taken to prevent crisis in tourism industry. (CO2, K2)

Or

- (b) Explain preparedness for global crisis in tourism industry. (CO2, K2)

18. (a) Discuss the effects of disaster on ecosystems. (CO3, K2)

Or

- (b) Explain the causes and effects of cyclones and measures to reduce their impact. (CO3, K2)

19. (a) Outline ways to promote sustainable tourism. (CO4, K4)

Or

- (b) Analyse ways to prevent pre- and post- quake impact on tourism. (CO4, K4)

20. (a) Evaluate tourism behaviour during crisis and disasters. (CO5, K5)

Or

- (b) Assess the role of technology and social media in tourism crisis management. (CO5, K5)