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TMH 401

First Semester M.B.A. (T.T.M.) Degree Examination, May 2022
TOURISM AND TRAVEL MANAGEMENT
Principles and Practice of Tourism

Time : 3 Hours

Max. Marks : 70

Instructions : 1) Answer *all* the questions.

2) **No** additional answer booklet will be given.

SECTION – A
(Compulsory)

(1×15=15)

1. Explain the socio-economic impacts of tourism development with examples.

SECTION – B

(5×8=40)

Note : Answer **any five** questions from the following. **Each** question carries **eight** marks.

2. Explain the historical growth of tourism.
3. Explain the objectives and functions of UNWTO.
4. Explain the characteristics and components of tourism.
5. Elucidate the role played by NTO in the development of tourism.
6. Define tourism demand. Briefly discuss about the indicators of tourism demand.
7. Explain the scope and challenges of medical tourism in India.
8. Illustrate the push and pull forces in travel motivators.
9. Write about Mathieson and Wall travel buying behaviour model.

SECTION – C
(Compulsory)

(1×15=15)

10. Explain Leiper's model of tourism system. Critically evaluate in terms of modern day tourism industry.
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TMH 402

First Semester M.B.A. (T.T.M.) Degree Examination, May 2022
FUNDAMENTALS OF MANAGEMENT

Time : 3 Hours

Max. Marks : 70

SECTION – A
(Compulsory)

(1×15=15)

1. Discuss different styles and theories of leadership.

SECTION – B

(5×8=40)

Note : Answer **any five** of the following. **Each** question carries **eight** marks.

2. Explain types and process of decision making.
3. Discuss different types of management policies and strategies.
4. Explain factors affecting span of management.
5. Describe different sources and methods of recruitment and selection.
6. Discuss the process and types of communication.
7. Discuss the need and importance of corporate social responsibility.
8. Explain various theories of motivation.

SECTION – C
(Compulsory)

(1×15=15)

9. Explain the contribution of Henry Fayol to the modern management by highlighting 14 principles of Management.
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TMH 403

**First Semester M.B.A. (Tourism and Travel Management) Degree
Examination, May 2022
TOURISM AND TRAVEL MANAGEMENT
Tourism Products of India**

Time : 3 Hours

Max. Marks : 70

Note : Answer **all** Sections. **No** additional answer booklet would be given.

SECTION – A

(Compulsory)

1. Write in detail about the classification of tourism products and resources. (1×15=15)

SECTION – B

Answer **any five** questions from the following. **Each** question carries **eight** marks.

(5×8=40)

2. Explain the major classical dance forms of India.
3. Write a detailed note on cultural erosion and inheritance of loss of Indian culture.
4. Briefly discuss the important National parks in India.
5. Give a note on any three famous beach destinations of India.
6. What are the different types of adventure tourism ?
7. Discuss in detail on Indus Valley and Vedic Civilization.
8. Discuss the important characteristics of Indian festivals and fairs.

SECTION – C

(Compulsory)

9. Define and distinguish the salient features of biosphere, National park and wildlife sanctuary. Give examples.

(1×15=15)

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TMH 404

First Semester M.B.A. (T.T.M.) Degree Examination, May 2022
TOURISM AND TRAVEL MANAGEMENT
Travel and Tour Operations

Time : 3 Hours

Max. Marks : 70

Note : Answer **all** the questions. **No** additional answer booklet would be given.

SECTION – A **(1×15=15)**
(Compulsory)

1. Discuss the procedures of setting up of tour operation business as an approved tour operator by Department of Tourism, Government of India.

SECTION – B **(5×8=40)**

Answer **any five** questions from the following. **Each** question carries **eight** marks.

2. Explain the diversified roles and responsibilities of tour operation organization.
3. Describe the role and types of tourist guides.
4. Explain the types of travel agencies.
5. Elucidate the limitations and constraints for itinerary preparation.
6. Bring out the factors affecting tour cost and components of tour cost.
7. Explain the golden rules of tour guiding in India.
8. Discuss the various sources of income in travel agency business.

SECTION – C **(1×15=15)**
(Compulsory)

9. Discuss the potential of India as global MICE tourism destinations.
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TMS 405

First Semester M.B.A. (TTM) Degree Examination, May 2022
TOURISM AND TRAVEL MANAGEMENT
Port and Cruise Management

Time : 3 Hours

Max. Marks : 70

SECTION – A
(Compulsory)

(1×15=15)

1. Discover the popular cruise routes and destinations in the world.

SECTION – B

Note : Answer **any five** questions. **Each** question carries **eight** marks. **(5×8=40)**

2. Compare the difference between shore excursions and on board activities in cruise.
3. Explain in detail about the administrative and operational functions in the port.
4. Analyze the difference between the stowage plan and on-board stowage.
5. Discuss in detail about the importance of sanitation and cleanliness in ships.
6. Write a note on the economics of cruising.
7. Examine the impact of the cargo positioning and stowage on the terminal.
8. Write short notes on the following :
 - a) Facilities for ships
 - b) Port development
 - c) Ship nationality
 - d) Marine pollution.

SECTION – C
(Compulsory)

(1×15=15)

9. Discuss in detail about the shipping technology and other technical developments affecting ports in the future.
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TMS 406



I Semester M.B.A. (T.T.M.) Degree Examination, May 2022
TOURISM AND TRAVEL MANAGEMENT
Disaster Management

Time : 3 Hours

Max. Marks : 70

- Instructions :** 1) Answer *all* the questions.
2) *No* additional answer booklet will be given.

SECTION – A
(Compulsory)

(1×15=15)

1. Explain the role and responsibility of various agencies in disaster mitigation and management.

SECTION – B

(5×8=40)

Note : Answer **any five** questions from the following. **Each** question carries **eight** marks.

2. Explain the objectives of IPCC.
3. Explain the concept of Vulnerability.
4. Describe the role and responsibility of National Disaster Management Authority (NDMA).
5. How disaster affect the developmental activities in a society ?
6. Enumerate the possible risk reduction measures during floods.
7. How Indian metrological department helps to protect lives during hazard ?
8. What are the key components of effective disaster management ?

SECTION – C
(Compulsory)

(1×15=15)

9. Evaluate the risk reduction strategies followed by the government of India during the times of disaster.

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TMH 451



Second Semester M.B.A. (TTM) Degree Examination, Sept./Oct. 2022
AIRPORT HANDLING AND AIR TICKETING

Time : 3 Hours

Max. Marks : 70

SECTION – A

Note : Answer any two of the following questions. Each carries ten marks.
(2×10=20)

1. Describe the Warsaw convention and baggage regulations prevailing internationally in detail.
2. Discuss the role of AAI and DGCA in the development and promotion of aviation sector in India.
3. Explain global indicators and different types of journeys.

SECTION – B

Note : Answer any three of the following questions. Each carries twelve marks.
(3×12=36)

4. Calculate the fare in local currency and complete the fare calculation box for the following itinerary.

CAI-CY-X/LCA-CY-LON-U2-AMS in Y class.

Rule- None, MPM- CAI-AMS- 2565 EH

FARES

CAI-AMS	Y OW NUC 763.85
CAI-LON	Y OW NUC 825.52
LCA-AMS	Y OW NUC 830.54

TPM

CAI	
X/LCA	- 353
LON	- 2028
AMS	- 217

P.T.O.

TMH 451



5. Calculate the fare in local currency and complete the fare calculation box for the following itinerary.

OSL-SK-STO-BT-MAD-BT-ROM-TE-VIE-OS-OSL in Y class.

Rule- None,

<u>FARES</u>		<u>MPM</u>	<u>TPM</u>
OSL-STO	Y RT NUC 1788.12	1245	OSL
OSL-MAD	Y RT NUC 1645.35	1345	STO - 1038
OSL-ROM	Y RT NUC 1819.24	1332	MAD - 296
OSL-VIE	Y RT NUC 1012		ROM - 157
STO-VIE	Y RT NUC 1414.46		VIE - 645
			OSL - 578

6. Calculate the fare in local currency and complete the fare calculation box for the following itinerary.

LON-ET-X/ADD-L2-JIB-D3-DXB-BI -LON- in Y class.

Rule- None,

<u>FARES</u>		<u>MPM</u>	<u>TPM</u>
LON-DXB	Y RT NUC 2640.66	4306	LON
LON-JIB	Y RT NUC 3707.7	4226	X/ADD - 3252
ADD-LON	Y RT NUC 3852.13	3996	JIB - 345
			DXB - 1237
			LON - 3403

7. Flight AA 139 departs from Newyork (U.S.A.) at 00.45 on 21st March, Monday and it reaches Christchurch (New Zealand) at 14.25 on 23rd March, Wednesday. Calculate the total transportation time. (Time Difference- U.S.A. - 6, Australia +9)

SECTION - C (Compulsory)

This question carries **fourteen** marks.

(1×14=14)

8. Elaborately describe on the airport structure, different departments, facilities and ramp equipments made available in the airport for passenger and cargo handling.

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TMH 452

II Semester M.B.A.(TTM) Degree Examination, Sept./Oct. 2022
TOURISM AND TRAVEL MANAGEMENT
Research Methodology

Time : 3 Hours

Max. Marks : 70

SECTION – A
(Compulsory)

(1×15=15)

1. "Correlation analysis attempts to determine the degree of relationship between the variables". Justify this statement with real life examples from areas in business and management.

SECTION – B

Answer **any five** questions. **Each** question carries **8** marks : **(5×8=40)**

2. What is research design ? Explain the features and different of research design.
3. The frequency distribution of weight in grams of mangoes of a given variety is given below. Calculate the arithmetic mean and the median.

Weight (in Grams)	410-419	420-429	430-439	440-449	450-459	460-469	470-479
Number of Mangoes	14	20	42	54	45	18	7

4. Describe the different types of research in management. Clearly pointing out the differences between an applied and fundamental research.
5. Find the averages of mean deviation from the median for the following distribution :

Marks	0-10	10-20	20-30	30-40	40-50	50-60	60-70	70-80	80-90	90-100
Number of Students	5	15	20	28	36	45	54	68	79	115

P.T.O.



6. Following prices are indicated for 1995 (Base year) and for 2000 (Current year). Calculate the unweighted aggregates price index for the data :

Variables	Prices	
	1995	2000
Tomatoes (per kg.)	Rs. 15.00	Rs. 19.00
Egg (per dozen)	Rs. 20.00	Rs. 24.00
Petrol (per litre)	Rs. 22.50	Rs. 30.70
Juices (per litre)	Rs. 61.00	Rs. 69.00

7. What are the sources of secondary data ? State the importance of secondary data in research. Discuss the limitations in secondary data collection.
8. Briefly explain the structures and steps of preparing research proposal.

**SECTION – C
(Compulsory)**

9. Calculate mode by applying grouping method from the following data : (1×15=15)

Monthly Wages (in Rs.)	200-250	250-300	300-350	350-400	400-450	450-500	500-550	550-600
Number of Workers	4	6	20	12	33	17	32	8

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TMH 453

Second Semester M.B.A. (T.T.M.) Examination, Sept./Oct. 2022
WORLD GEOGRAPHY FOR TOURISM – I

Time : 3 Hours

Max. Marks : 70

SECTION – A
(Compulsory)

Answer to the question should **not** exceed **six** pages.

(1×15=15)

1. Elucidate the major tourism attractions of Canada.

SECTION – B

Answer **any five** questions from the following.

(5×8=40)

2. Describe the major tourism potentials of South Africa.
3. Examine the major reason for Scandinavian dotting a significant spot in the world tourism map.
4. Assess the natural tourism potential of South America.
5. Describe the tourist attraction of Austria.
6. Explain the major tourist attractions of Malaysia.
7. Describe the tourist attractions and tourism patterns of Australia.
8. Write a note on GMT, Latitude, Longitude and International Date Line.

SECTION – C
(Compulsory)

Answer to the question should **not** exceed **six** pages.

(1×15=15)

9. Discuss the role and impact of weather on tourism business.
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TMH 454



II Semester M.B.A. (TTM) Degree Examination, Sept./Oct. 2022
TOURISM AND TRAVEL MANAGEMENT
Hospitality Management

Time : 3 Hours

Max. Marks : 70

Note : Answer all Sections. No additional answer booklet would be given.

SECTION – A
(Compulsory)

(1×15=15)

1. Accommodation is the basic element in tourism industry. – Justify the statement by explaining various classification of accommodation.

SECTION – B

Answer **any five** questions. **Each** question carries **eight** marks :

(5×8=40)

2. Briefly explain the organizational structure of a star hotel.
3. Discuss the different types of food and beverage services available in hotel.
4. Explain the check-in and check-out formalities in the hotel.
5. Identify the complexities and challenges of the 'Executive housekeeper' in a hotel.
6. Discuss the reservation system and various types of rooms available in accommodation unit.
7. Describe the characteristics of the hospitality industry.
8. Illuminate the history of hotel industry business.
9. Briefly explain the growth of hotel industry.

SECTION – C
(Compulsory)

(1×15=15)

10. Describe the nature of food and beverage department in a hotel, and identify the activities involved by various staffs in the food and beverage department of a hotel.

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TMS 455

II Semester M.B.A. (TTM) Degree Examination, September/October 2022
TOURISM AND TRAVEL MANAGEMENT
Contemporary Issues in Tourism

Time : 3 Hours

Max. Marks : 70

Note : Answer all Sections. No additional answer booklet would be given.

SECTION – A
(Compulsory)

(1×15=15)

1. Discuss the role of campaigns and celebrities in tourism promotion.

SECTION – B

(5×8=40)

Answer any five questions from the following. Each question carries eight marks.

2. Discuss the impact of climate change on tourism industry.
3. What is GATS ? Explain its effect on Indian tourism.
4. Briefly discuss the current initiatives of MOT.
5. Discuss the role of film tourism in promoting tourist destinations.
6. What are the features of STZs in India ?
7. How is the epidemic diseases affecting the tourism sector ?
8. Write a short note on :
 - a) Wellness tourism.
 - b) Responsible tourism.
 - c) Pro poor tourism.
 - d) Community based tourism.

SECTION – C
(Compulsory)

(1×15=15)

9. Discuss in detail the concept of barrier free tourism with a case study in India.
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TMS 456

Second Semester M.B.A. (TTM) Degree Examination, Sept./Oct. 2022
TOURISM AND TRAVEL MANAGEMENT
Marketing for Tourism

Time : 3 Hours

Max. Marks : 70

Note : Answer *all* Sections. *No* additional answer booklet would be given.

SECTION – A
(Compulsory)

1. There are a number of tools available for Promotion. Discuss in detail about them for the use in Tourism and Hospitality industry. **(1×15=15)**

SECTION – B

Answer **any five** questions. **Each** question carries **eight** marks. **(5×8=40)**

2. Discuss the core marketing concepts.
3. Explain about market targeting and market positioning.
4. Elucidate the consumer buying behaviour factors and process.
5. Write a brief account on 7 P's of tourism.
6. Discuss about pricing approaches.
7. Why does destination branding become an integral part in tourism marketing ?
8. Express your views on types of consumers.
9. Detail about elements of marketing mix.

SECTION – C
(Compulsory)

10. Social Media became an inevitable tool for marketers in tourism and hospitality industry. As a marketing manager, how will you chart strategies for Marketing and Promotion for a Resort on shores of Nethravathi River. **(1×15=15)**

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TMH 501

Third Semester M.B.A. (TTM) Degree Examination, April/May 2022
WORLD GEOGRAPHY FOR TOURISM – II

Time : 3 Hours

Max. Marks : 70

SECTION – A
(Compulsory)

(1×15=15)

1. Describe the intra-regional tourism trends in South East Asia and illustrate the social and natural attractions of the region.

SECTION – B

Answer **any five** questions from the following. **Each** question carries **eight** marks.

(5×8=40)

2. Describe the tourism attractions of Golden Triangle of India.
3. Narrate the major tourism destinations of Goa.
4. Elucidate the tourism and recreational opportunities Hong Kong and Macau.
5. Explain the tourism potential of Pacific Islands.
6. Explain the important tourism destinations of Australia.
7. Give an account of wildlife tourism in Africa with special reference to major National Parks and Game Reserves in Southern Africa.
8. Explain the tourism potential of Madagascar and Mauritius.

SECTION – C
(Compulsory)

(1×15=15)

9. Analyze the global tourism trends during the Covid-19 period.
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TMH 502



III Semester M.B.A. (TTM) Degree Examination, April/May 2022
TOURISM AND TRAVEL MANAGEMENT
Sustainable Tourism

Time : 3 Hours

Max. Marks : 70

Instructions : Answer *all* questions. **No additional** answer booklets shall be given.

SECTION – A
(Compulsory)

(1×15=15)

1. Discuss the key principles and practices appropriate for sustainable tourism destinations for ensuring responsible energy consumption and waste management.

SECTION – B

Answer **any five** questions. **Each** question carries **8** marks.

(5×8=40)

2. Discuss important recommendations of Agenda 21.
3. Explain Community Based Tourism (CBT) and sustainable development.
4. Explain the steps involved in EIA for project feasibility study.
5. What are the important environmental guidelines for sustainable tourism development ?
6. Discuss pro-poor tourism and poverty alleviation.
7. Discuss tourism code of ethics and sustainable tourism principles.
8. Discuss the role of UNWTO on sustainable tourism development.

SECTION – C
(Compulsory)

(1×15=15)

9. Explain the socio-cultural, economic and environmental implications of sustainable tourism development to local community with suitable examples.
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TMH 503



Third Semester M.B.A. (TTM) Degree Examination, April/May 2022
TOURISM AND TRAVEL MANAGEMENT
Event Management

Time : 3 Hours

Max. Marks : 70

SECTION – A

(1×15=15)

(Compulsory)

1. “The travel and tourism fair events strive to foster healthy environment for business to client or business to business organizations all across the globe”
– Justify with an example.

SECTION – B

(5×8=40)

Note : Answer **any five** questions from the following. **Each** question carries **8** marks.

2. Categorize the events based on their purpose.
3. Bring out the economic and social significance of MICE.
4. Elucidate the historical perspective of event management industry.
5. What the key steps to a successful event organization ? Explain.
6. Explain how WTM plays a leading role in uniting the Global travel industry.
7. Explicate the factors to be considered during the selection of venue for your event.
8. Explain the role and functions of ICCA.

SECTION – C

(1×15=15)

(Compulsory)

9. Aligning tourism and major events strategies to promote tourism growth. –
Comment.
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TMH 504

III Semester M.B.A. (TTM) Degree Examination, April/May 2022
TOURISM AND TRAVEL MANAGEMENT
Financial Management

Time : 3 Hours

Max. Marks : 70

SECTION – A

Note : Answer **any two** of the following questions. **Each** question carries **ten** marks.

(2×10=20)

1. Discuss the scope and decisions of financial management.
2. Evaluate the profit maximization v/s wealth maximization.
3. Explain the accounting cycle with suitable examples.

SECTION – B

Note : Answer **any three** of the following questions. **Each** question carries **twelve** marks.

(3×12=36)

4. Journalise the following in the books of AIRE'S Tours and Travels.

Date	Particulars
1-1-2015	Commenced business with cash Rs. 15,000 and Furniture Rs. 2,500
5-1-2015	Purchased goods from Sanjay Rs. 12,000
10-1-2015	Sold goods to Pavan Rs. 1,600
12-1-2015	Paid to Sanjay account Rs. 11,800 in full settlement by cheque
15-1-2015	Received from Pavan Rs. 1,560 in full settlement by cheque
25-1-2015	Paid commission to Amruth Rs. 250 by cheque
30-1-2015	Paid rent Rs. 1,200 and electricity bill Rs. 250 by cheque
31-1-2015	Deposited into bank Rs. 12,000

P.T.O.



5. From the following data determine the value of Firms M and Firm N, which are belongs to the homogeneous risk class under NOI and MM approaches ?

Particulars	Firm M	Firm N
EBIT	4,00,000	4,00,000
Interest @ 10%	1,00,000	—
Equity capital cost	15%	15%
Corporate Tax	50%	50%

6. KTM Limited provides the following information :

Earnings per share Rs. 1,000

Capitalization Rate is 15%

Assumed rate of return on investment :

- 15%
- 12% and
- 10%.

You are required, to show the effect of dividend payment on the market price per share using Walter's model, when dividend payout ratio is

- 50%
- 75% and
- 100%.

7. Explain the role and functions of TFCI in developing tourism in India.
8. Explain the approaches and assumptions of capital structure theories.

SECTION – C
(Compulsory)

(1×14=14)

9. The following Trial Balance of SONA Travels as on 31st March 2017. Prepare Trading and Profit and Loss Account for the year ending 31st December 2018 and Balance Sheet as on that date.

Particulars	Dr. Rs.	Cr. Rs.
Purchases/Sales	1,30,295	1,80,500
Cash in hand	500	—
Cash at Bank	9,500	—
Stock (opening)	40,000	—
Wages	22,525	—



Returns	2,400	195
Debtors/Creditors	30,000	30,305
Repairs	1,675	-
Bad debts	2,310	-
Loan (12% per annum)	-	20,000
Discount	800	530
Capital	-	37,500
Interest on Loan	600	-
Salaries	8,000	-
Sales tax	800	-
Octroi	500	-
Insurance	1,000	-
Charity	125	-
Rent	2,000	-
Machinery	16,000	-
	2,69,030	2,69,030

Adjustment :

- 1) Provide depreciation on machinery @ 10 p.a.
 - 2) Stock was valued at Rs. 40,925
 - 3) Salaries unpaid Rs. 800
 - 4) Further bad debts Rs. 400
 - 5) Make provision of 5% on debtors for doubtful debts.
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TMS 505

III Semester M.B.A. (TTM) Degree Examination, April/May 2022
TOURISM AND TRAVEL MANAGEMENT
Logistics Operations and Cargo Management

Time : 3 Hours

Max. Marks : 70

SECTION – A
(Compulsory)

(1×15=15)

1. Explain classification of cargo. Examine different types of documents needed for export and import of goods based on its types.

SECTION – B

Answer **any 5** questions. **Each** question carries **eight** marks.

(5×8=40)

2. Examine the importance of Multi Modal Transportation.
3. Discuss about the role of CONCOR in the supply chain management in India.
4. Write a note on Inland waterways in cargo handling.
5. Discuss about the importance of Letter of credit in the export and import process.
6. Give a classification of Warehouses.
7. Distinguish between a bill of exchange and bill of lading.
8. Write a detailed note on ICDs.

SECTION – C
(Compulsory)

(1×15=15)

9. Discuss the role of transportation modes in the efficient and effective supply chain management.
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TMS 506



Third Semester M.B.A. (TTM) Degree Examination, April/May 2022
TOURISM AND TRAVEL MANAGEMENT
Entrepreneurship Development

Time : 3 Hours

Max. Marks : 70

SECTION – A

Note : Answer to the question should **not** exceed **six** pages. **(1×15=15)**

1. Define entrepreneurship. Discuss the characteristics and skills required to be a successful tourism Entrepreneur.

SECTION – B

Note : Answer **any five** questions. **Each** question carries **8** marks and answer to the question should **not** exceed **four** pages. **(5×8=40)**

2. Describe the MSME policy in India.
3. Explain about entrepreneurial process.
4. Discuss about the entrepreneurship opportunities in travel and tourism industry.
5. Discuss about the problems faced by rural entrepreneurs in India.
6. Explain the role and functions of EDP.
7. Discuss about the opportunity-based entrepreneurship theory.
8. Explain the characteristics and relevance of small-scale enterprises in tourism development.

SECTION – C

Note : Answer to the question should **not** exceed **six** pages. **(1×15=15)**

9. Discuss about role and functions of any three agencies involved in promoting entrepreneurship in India.
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TMH 551

Fourth Semester M.B.A. (TTM) Degree Examination, September/October 2022
TOURISM AND TRAVEL MANAGEMENT
Destination Management

Time : 3 Hours

Max. Marks : 70

Instruction : Answer *all* the Sections. **No** additional booklet will be given.

SECTION – A
(Compulsory)

(1×15=15)

1. Elucidate the tourism planning process in sustainable development of tourism destination.

SECTION – B

(5×8=40)

Note : Answer **any five** of the following questions. **Each** question carries **eight** marks.

2. "EIA is concerned with the impact on the environment and development associated with the tourist activity". Comment on the statement.
3. Elucidate the destination image formation process.
4. Explain the characteristics of rural tourism planning.
5. Discuss the 6A framework for the analysis of tourism destinations.
6. What is destination competitiveness ? Explain its significance.
7. Explain the role of destination marketing mix in tourism.
8. Discuss the effectiveness of 'Incredible India' campaign in promoting tourism in India.

SECTION – C
(Compulsory)

(1×15=15)

9. "Destination branding identifies, delineates and differentiates a destination and communicates its image" – Justify.
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TMH 552

Fourth Semester M.B.A. (TTM) Degree Examination, September/October 2022
Tourism and Travel Management
HUMAN RESOURCE MANAGEMENT

Time : 3 Hours

Max. Marks : 70

- Note :** 1) Answer *all* Sections.
2) *No* additional answer booklet would be given.

SECTION – A
(Compulsory)

(1×15=15)

1. Discuss the factors affecting learning and theories of learning.

SECTION – B

(5×8=40)

Answer **any five** questions. **Each** question carries **eight** marks.

2. Illustrate role and process of HRP in the context of human resource development.
3. Describe the personality traits and types of personality in an organisation.
4. Explain the causes of grievances and procedure of grievance handling and redressal.
5. Discuss the types of groups and stages of group development.
6. Explain in detail the factors deciding compensation of employee.
7. Discuss the various types of on the job training methods.
8. Define internal mobility. Discuss the ways or methods of internal mobility.

SECTION – C

(1×15=15)

9. 'Job analysis and HR planning are fundamental to HRM'. Comment.
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TMS 554

Fourth Semester M.B.A. (TTM) Examination, September/October 2022
TOURISM AND TRAVEL MANAGEMENT
Tourism Policies and Regulations

Time : 3 Hours

Max. Marks : 70

Instructions : Answer *all* the Sections. *No* additional booklets will be given.

SECTION – A

(Compulsory)

(1x15=15)

1. "Government sector plays an important role in the formulation of tourism policy in the country". Support this statement with suitable examples.

SECTION – B

Answer **any five** of the following questions. **Each** question carries **eight** marks.

(5x8=40)

2. Explain about Chicago Convention 1944.
3. What are the main objectives and needs of public tourism policy ? Explain.
4. Write a detailed note on Narcotics Drugs and Psychotropic Substances Act, 1985.
5. Write a note on India's National Tourism Policy 1982.
6. Write a descriptive note on Tourism Action Plan 1992.
7. Explain the Customs and Currency Regulations in India.
8. Write about Warsaw Convention 1924.

SECTION – C

(Compulsory)

(1x15=15)

9. What are the rules and regulations put forward by IMF (Indian Mountaineering Foundation) for rafting, paragliding and angling and mountain expeditions.
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TMS 555

Fourth Semester M.B.A (TTM) Degree Examination, September/October 2022
CUSTOMER RELATIONSHIP MANAGEMENT

Time : 3 Hours

Max. Marks : 70

- Note :** 1) *Answer all Sections.*
2) *No additional Answer Booklet would be given.*

SECTION – A
(Compulsory)

(1×15=15)

1. Explain how does a good Tourism Marketer can create advantages by adding service to its Core product and a Service marketer by adding tourism products. Illustrate with live examples.

SECTION – B

Answer **any five** of the following questions. **Each** question carries **eight** marks.

(5×8=40)

2. Explain the Customer expectations on complaint handling procedure in Hospitality sector.
3. Elucidate the measuring and improving service quality methods in Lufthansa airline.
4. Discuss the Customer Acquisition and Retention Procedure with relevant examples.
5. Describe the various steps involved in Managing and Sharing customer data.
6. Illustrate the Diagram of Customer satisfaction measurement scale with examples.
7. Discuss the service characteristics and their Managerial implications.
8. Explain the different levels of relationship building and its uses.

SECTION – C
(Compulsory)

(1×15=15)

9. Service is difficult to Perceive and Grasps mentally. What implications does this have on service employees inside the firm and the Customer outside the firm ? Discuss.
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TMS 556

Fourth Semester M.B.A. (TTM) Examination, September/October 2022
TOURISM AND TRAVEL MANAGEMENT
Information Technology for Tourism

Time : 3 Hours

Max. Marks : 70

Instruction : Answer *all* Sections. *No* additional booklets would be given.

SECTION – A
(Compulsory)

1. Discuss concepts of Database Management Systems and Decision Support Systems. **(1×15=15)**

SECTION – B
(Compulsory)

Answer **any five** of the following questions. **Each** question carries **eight** marks. **(5×8=40)**

2. Explain the typologies of tourism information.
3. Briefly explain the consumer access to GDS.
4. Write about importance and applications of Remote Sensing and GIS in tourism industry.
5. Discuss about management information systems.
6. How social media and ICT influence in travel decision making model of electronic consumer access ? Discuss.
7. Discuss on the merits and demerits of E-commerce.
8. Briefly explain influence of technology in the distribution of travel products.

SECTION – C
(Compulsory)

9. Explain in brief about geographic information system. **(1×15=15)**
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