

Reg. No. : .....

**D 1565**

**Q.P. Code : [07 DMB-TH 22]**

(For the candidates admitted from 2007 onwards)

**M.B.A. DEGREE EXAMINATION, DECEMBER 2013.**

**Second Year**

**Tourism and Hotel Management**

**HOSPITALITY MANAGEMENT**

**Time : Three hours**

**Maximum : 100 marks**

**Answer any FIVE questions.**

**All questions carry equal marks.**

**(5 × 20 = 100)**

1. Explain the problems and prospects of travel industry.
2. Describe the early history of lodging and its recent growth.
3. How do you segment the market for hotel? Explain with examples.
4. Describe the organisation of hotel and restaurant food service.

5. Elucidate the functions of front office department in a Hotel.
  6. Explain the importance of engineering and maintenance division of a hotel.
  7. Enumerate and explain the seven Ps of marketing.
  8. Explain CRS in hotel industry and bring out the applications of CRS.
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Reg. No. : .....

**D 1566**

**Q.P. Code : [07 DMB-TH 23]**

(For the candidates admitted from 2007 onwards)

**M.B.A. DEGREE EXAMINATION, DECEMBER 2013.**

**Second Year**

**Tourism and Hotel Management**

**TOURISM PLANNING AND MARKETING**

**Time : Three hours**

**Maximum : 100 marks**

**Answer any FIVE questions.**

**All questions carry equal marks.**

**(5 × 20 = 100)**

1. What is a policy? Explain the steps in formulation of policy? Discuss the role of government.
2. Discuss the various tourism policy of the various states in the previous years.
3. What is investment opportunities? Explain the sources of funding? Explain the government policy for investment in hotel/tourism industry.

4. Explain the conceptual meaning of tourism planning. Discuss the general concepts of planning. Explain the levels and types of tourism planning.
  5. Discuss the role of public and private sectors role in tourism development. Give a suggestion for tourism project for a Hill Station like Darjeeling?
  6. What is marketing mix? Explain a marketing mix for a hotel and tourism industry.
  7. What is services marketing? Discuss the unique features of tourist demand and tourism product.
  8. Discuss the challenges and strategies of marketing of airlines, resorts, theme park and travel agencies.
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Reg. No. : .....

D 1567

Q.P. Code : [07 DMB – TH 24]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2013.

Second Year

Tourism and Hotel Management

SERVICE MARKETING

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. What is Service Marketing? Explain the Characteristics and Classification of Services?
2. What is Service Marketing System? What is Understanding Customer expectation and zone of tolerance?
3. Write short notes on Segmentation, Targeting and Positioning of Services.
4. Discuss Service Product Planning, Pricing Strategy, Promotions and Distributions.

5. Discuss in detail the Marketing of Financial Services for a Public and Private Sector bank.
  6. Compare and contrast Domestic and International Marketing of Services ? Discuss the recent trends in the global perspective.
  7. Explain the principal driving force in global marketing of Services? Explain the key decisions in global marketing?
  8. Discuss the role of Government, Banks and Transport in the marketing of services in the global scenario?
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Reg. No. : .....

**D 1568**

**Q.P. Code : [07 DMB-TH 25]**

(For the candidates admitted from 2007 onwards)

**M.B.A. DEGREE EXAMINATION, DECEMBER 2013.**

**Second Year**

**Tourism and Hotel Management**

**INTERNATIONAL HOSPITALITY LAW**

**Time : Three hours**

**Maximum : 100 marks**

**Answer any FIVE questions.**

**All questions carry equal marks.**

**(5 × 20 = 100)**

1. What are the various duties and liabilities does the hotel keeper possess?
2. Explain the common law basis for laws governing the hotel keeper.
3. Describe in brief about public health and safety requirements.
4. What are the hotel's duty to receive guests and its right to refuse guests?

5. Discuss the frauds committed against hotels and crimes of trespass.
  6. Explain the hotel keeper and loss of torts and negligence found in hotel industry.
  7. Discuss about the hotel's right to evict a guest, tenant, restaurant patron, or others in hotel.
  8. Explain the wage and hour laws applicable to hotel employees.
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Reg. No. : .....

D 1569

Q.P. Code : [07 DMB-TH 26]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2013.

Second Year

Tourism and Hotel Management

INTERNATIONAL TOURISM MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Explain the Demand and Origin factors of tourist movements? Discuss the Destination and Resource factors.
2. Discuss the Contemporary trends in international tourist movements?
3. What is Development of Chains? Explain it with reference to Tourism Industry?

4. What are the Barriers to Travel? Explain the various measures to overcome for the Tourism industry?
  5. Write short notes on WTO, IMF, IHA and GDS.
  6. Explain Operating hotels in a Multinational environment. Explain International rules and regulations.
  7. Discuss the role of Market research in developing a international marketing strategy. Explain the travel distribution systems.
  8. Explain long term tourism growth trends? Explain the development issues in the tourism environment.
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Reg. No. : .....

**D 1570**

**Q.P. Code : [07 DMB-TH 27]**

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2013.

Second Year

Tourism and Hotel Management

**TOURISM BUSINESS ENVIRONMENT**

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Compare International Tourism and National Tourism.
2. Write a essay on international tourism and domestic tourism.
3. Explain the structures and functions of WTO.
4. Explain the development of tourism in India.
5. Discuss briefly about the national action plan 1992 in India.

6. Give short notes on
    - (a) Health tourism
    - (b) Adventure tourism
    - (c) Eco tourism
    - (d) Physical environment.
  7. Elucidate the impacts of tourism trends in India.
  8. Discuss the statement about emerging trends in tourism.
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Reg. No. : .....

**D 1571**

**Q.P. Code : [07 DMBTH 28]**

(For the candidates admitted from 2007 onwards)

**M.B.A. DEGREE EXAMINATION, DECEMBER 2013.**

**Second Year**

**Tourism and Hotel Management**

**TOURISM PRODUCTS**

**Time : Three hours**

**Maximum : 100 marks**

**Answer any FIVE questions.**

**All questions carry equal marks.**

**(5 × 20 = 100)**

1. Define services. What are the characteristics that differentiate services from products?
2. Discuss the important of museums.
3. Write a essay on historical monuments of tourism in India.
4. Explain handicrafts, handloom fairs and festivals of India in detail.
5. Bring out the various classical dances forms and dance styles in India.

6. Discuss in detail India's natural tourist resources.
  7. Discuss the methodology considerations in tour packaging.
  8. Elaborate the steps in designing and printing of tour brochure.
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