

Reg. No. :

D 2554

Q.P. Code : [07 DMB-TH 28]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, MAY 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. Differentiate product marketing with service marketing in the view of Tourism Industry.
2. State and explain the components of Tourism Industry.
3. Explain any 5 socio cultural resources link with Tourism Industry.
4. "From a Tour Browcher – with as many details as possible". (both place and price package).

5. Elucidate the concept "National Tourist Resource" – in General.
 6. Explain a schedule to cover two important historical/archaeological sites. (one within our country and one in Abroad).
 7. Explain the concept of marketing based on Tourism Industry.
 8. What is marketing? Explain Nature, classification and characteristics of service marketing.
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Reg. No. :

D 2553

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

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, MAY 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. Depicts the history of tourism in India-in detailed manner.
 2. Elucidate the "typological of tourism".
 3. Write short note on :
 - (a) WTO-5
 - (b) IATA-5
 - (c) IATO-5d
 - (d) GDS-5.
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4. Discuss the "National Action Plan 1992" about the tourism and the tourism industry.
 5. State and explain the environmental factors which governs tourism industry.
 6. Write short note on :
 - (a) Health tourism (5)
 - (b) Adventure tourism. (5)
 - (c) Eco tourism. (5)
 - (d) TDS. (5)
 7. Elucidate the growth and development of tourism in India.
 8. "Service sector can't be imagined without the tourism industry in the component of GDP"- Discuss.
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Reg. No. :

D 2553

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

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, MAY 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. Depicts the history of tourism in India-in detailed manner.
2. Elucidate the "typological of tourism".
3. Write short note on :
 - (a) WTO-5
 - (b) 14TA-5
 - (c) IATO-5d
 - (d) GDS-5.

4. Discuss the "National Action Plan 1992" about the tourism and the tourism industry.
 5. State and explain the environmental factors which governs tourism industry.
 6. Write short note on :
 - (a) Health tourism (5)
 - (b) Adventure tourism. (5)
 - (c) Eco tourism. (5)
 - (d) TDS. (5)
 7. Elucidate the growth and development of tourism in India.
 8. "Service sector can't be imagined without the tourism industry in the component of GDP"- Discuss.
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Reg. No. :

D 2552

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

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, MAY 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. "Service-sector can't be imagined without Tourism Industry" – Elucidate.
2. Explain the international organisations that cements the tourism barriers of tourism industry.
3. State the international rules and regulations of Tourism Industry.
4. Explain the product positioning. Link the product positioning with Global Tourism Industry and Elucidate your answer.

5. What are the environmental factors which Governors Tourism Industry? – Explain.
 6. Discuss the “Contemporary trends in International Tourist Movement”.
 7. Explain the emerging trends in of International hotels and Tourism Industry.
 8. What are Travel Distribution Systems? Link the TDS with G.D.S.
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Reg. No. :

D 2551

Q.P. Code : [07 DMBTH 25]

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

Second Year

Tourism and Hotel Management

INTERNATIONAL HOSPITALITY LAW

Time : Three hours

Maximum : 100marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Explain the common law that governs the Hotelkeeper.
2. Discuss the Impact of law of Contracts on a Hotelkeeper.
3. Explain the Hotels duty and right towards a Guest.

4. Write short notes on Restaurant Patron, House Keeping, Guest Registers and Privacy .
 5. Discuss the Crimes of Trespass and Frauds committed against hotels.
 6. Discuss Laws relating to Food Service and Hotel Employees.
 7. Explain the Consumer Protection Laws affecting Hotels ? Explain the Public Health and Safety requirements.
 8. Discuss the various laws relating to international tourists for a Hospitality industry.
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Reg. No. :

D 2550

Q.P. Code : [07 DMBTH 24]

(For the candidates admitted from 2007 onwards)

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

Second Year

Tourism and Hotel Management

SERVICES MARKETING

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

1. On what way to classify the Service in Detailed?
2. What is the Service positioning? Explain the importance of Service Positioning?
3. Explain the Marketing Mix of Tourism Industry.
4. What do you mean by e — SERVQUAL in banking industry? Explain.
5. What is STP in service marketing? Explain with live examples?
6. What are the challenges and issues for marketing the services?

7. What are the steps involved in new service development process?
 8. Enumerate the guidelines for improving the promotion of services.
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Reg. No. :

D 2549

Q.P. Code : [ODMB-TH 23]

(For the candidates admitted from 2007 onwards)

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

Second Year

Tourism and Hotel Management

TOURISM PLANNING AND MARKETING

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

1. Explain the formulating tourism policy in India.
2. Describe the Sources of funding for tourism.
3. What is Tourism planning and explain the process of Tourism planning?
4. Describe the role of Public and Private sectors role in Tourism Development.
5. What is Buddhist circuit? Explain the details of Buddhist circuit with reference to tourism planning.

6. Explain the Concept of Warsaw convention of International Agreement?
 7. Explain the Service Characteristics of Tourism Industry.
 8. Explain the Marketing Strategy of Travel and Tourism Industry explains with examples.
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Reference

Reg. No. :

D 2548

Q.P. Code : [07 DMBTH 22]

(For the candidates admitted from 2007 onwards)

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

Second Semester

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. Discuss the nature and scope of hospitality management.
2. Outline the history of lodging industry.
3. Describe the classification of hotels.
4. Explain the management and operation of food services.
5. Discuss the functions of rooms division.

6. Outline the functions of
 - (a) Marketing and sales division.
 - (b) HR division.
 7. Describe the role of associations in hospitality management.
 8. Discuss the 7P's of marketing with reference to hospitality industry.
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