

Reg. No. :

D 2551

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

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2014.

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. Narrate the significance of hospitality in hotel industry.
2. Discuss the economic role of tourism industry.
3. Explain in detail the classifications of Hotels.
4. Identify the opportunities for food service industry in India.
5. Discuss the functions of various departments of a hotel.

6. Elucidate the role of marketing and sales division in the growth of hotel business.
 7. What are the distinctive characteristics of hospitality marketing? Explain.
 8. Discuss the future trends in hospitality industry.
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D 2552

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

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M.B.A. DEGREE EXAMINATION, MAY 2014.

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. State the meaning of tourism policy. Discuss the role of Government in formulating the tourism policy.
2. Examine the scope of tourism policy of Kerala State.
3. Enumerate and explain the various investment opportunities for investment in Hotel industry.
4. Explain tourism planning and trace the evolution of tourism planning.

5. Discuss the role of public and private sectors in tourism development.
 6. Brief out the following :
 - (a) Chicago convention
 - (b) Warshaw convention
 - (c) Open sky policy
 - (d) Euro agreement.
 7. Elucidate the service characteristics of tourism.
 8. Describe the challenges and strategies of tourism marketing services.
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Q.P. Code : [07 DMB-TH 24]

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M.B.A. DEGREE EXAMINATION, MAY 2014.

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 are the characteristics of service? Explain the classifications of service.
2. Explain the various subsystems of service marketing system.
3. Describe the steps involved in service product planning.
4. Elucidate the various pricing strategies of services marketing.

5. Discuss the role of communication and technology in services marketing.
 6. Explain the bases of segmenting and targeting of financial services.
 7. Discuss the marketing mix strategies for marketing of credit cards and home loans.
 8. Examine the recent trends in international marketing of services.
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Q.P. Code : [07 DMB – TH 25]

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M.B.A. DEGREE EXAMINATION, MAY 2014.

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. Enumerate and explain the basic principles governing hospitality operations.
2. Explain the law of contracts in relation with the Hotel Keeper.
3. What are the duties of the Hotels to receive guests? Explain.
4. "Hotel Keeper has a right to refuse guests" Do you agree? Justify your stand.

5. Discuss the Hotel's right to evict a guest, Tenant and restaurant patron.
 6. Explain the following :
 - (a) Guest's right to privacy.
 - (b) Maintenance of guest registers
 7. Elucidate the laws relating to food service.
 8. Describe the public and safety requirements of Hotels.
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Q.P. Code : [07 DMB-TH 26]

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M.B.A. DEGREE EXAMINATION, MAY 2014.

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. Enumerate and explain the factors affecting global and regional tourist movement.
2. Discuss the contemporary trends in international tourist movements.
3. Write an essay on the emergence of international hotels and tourism.
4. What are the barriers to travel and tourism? Suggest measures to overcome the barriers.

5. Elucidate the pros and cons of operating International Hotels in a multinational environment.
 6. Examine the impact of cultural diversity in operating International Hotels.
 7. How do you develop a strategy for International tourism marketing? Explain.
 8. Discuss the role of transport and technology for the growth of tourism.
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Reg. No. :

D 2556

Q.P. Code : [07 DMBTH 27]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2014.

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. Write the evolution of tourism both international and national levels.
2. Describe the nature, importance and components of tourism.
3. Discuss the themes and concepts of tourism promotion at international level with their recent trends.

4. Write the role of the following organizations in tourism promotion and development.
 - (a) IATA
 - (b) UPTAA
 - (c) IATO
 - (d) WTO

5. Elucidate the growth and development of tourism in India with reference to selective states.

6. Illustrate the impacts of tourism on socio economic environment.

7. Discuss the emerging trends in tourism with reference to the following :
 - (a) Health tourism
 - (b) Eco tourism.

8. Write brief notes on the following :
 - (a) Heritage India
 - (b) Palace on wheels
 - (c) Adventure tourism
 - (d) World heritage centers.

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

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, MAY 2014.

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 tourism industry as a product. Explain its salient features and components. Also explain how it differs from other consumer products.
2. What are tourism resources? How can you market them as tourism products?
3. Describe the architectural heritage and historical monuments of India with suitable illustrations.
4. Illustrate important historical and archeological museums, art galleries and libraries and their features.

5. Bring out the socio cultural aspects of shrines of the Hindus, Buddhist, Islams, Sikhs and Christians with one example for each.
 6. Discuss the tourism value of Indian performing Arts.
 7. Write brief notes on the following (with one example for each)
 - (a) Mountain tracking
 - (b) Desert safari
 - (c) Wildlife safari
 - (d) Coastal journies.
 8. Explain the methodology, considerations and pricing of tour packages with suitable illustrations.
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