

**FOURTH SEMESTER M.T.H.M. DEGREE (REGULAR/SUPPLEMENTARY)
EXAMINATION, APRIL 2022**

(CBCSS)

Master of Tourism and Hospitality Management

MTH 4E 20 1—TOURISM ENTREPRENEURSHIP

(2019 Admission onwards)

Time : Three Hours

Maximum : 30 Weightage

General Instructions

1. *In cases where choices are provided, students can attend all questions in each section.*
2. *The minimum number of questions to be attended from the Section / Part shall remain the same.*
3. *The instruction if any, to attend a minimum number of questions from each sub section / sub part / sub division may be ignored.*
4. *There will be an overall ceiling for each Section / Part that is equivalent to the maximum weightage of the Section / Part.*

Section A

Answer any four questions.

Each carries 2 weightage.

1. What is Demographic environment ?
2. Define Product Innovation.
3. What do you mean by Idea Generation ?
4. What is a Business Plan ?
5. What is a Feasibility Report ?
6. What is a Subsidy ?
7. Write any four limitations of Sole Proprietorship.

(4 × 2 = 8 weightage)

Section B

Answer any four questions.

Each carries 3 weightage.

1. Classify the sources of funds.
2. Explain the essential features of Organisation Management.

Turn over

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Section A

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Section B

Answer any four questions.

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1. Classify the sources of funds.
2. Explain the essential features of Organisation Management.

Turn over

3. How we can empower Women Entrepreneurs ?
4. Differentiate Feasibility and Viability.
5. Write a short note on Tourism Promotion.
6. Explain the features and merits of Joint Stock Companies.
7. Explain the different types of Diversification.

(4 × 3 = 12 weightage)

Section C

Answer any two questions.

Each carries 5 weightage.

1. Write an essay on Types of Entrepreneurs.
2. Explain about “New trends in Tourism”.
3. Write an essay on “Reasons for Business Failure”.
4. How to Write a Business Plan for a Tourism Company ?

(2 × 5 = 10 weightage)

3. How we can empower Women Entrepreneurs ?
4. Differentiate Feasibility and Viability.
5. Write a short note on Tourism Promotion.
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**FOURTH SEMESTER M.T.H.M. DEGREE [REGULAR/SUPPLEMENTARY]
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(CBCSS)

Master of Tourism and Hospitality Management

MTH4E19 1—HUMAN RESOURCE MANAGEMENT IN TOURISM AND HOSPITALITY
INDUSTRY

(2019 Admission onwards)

Time : Three Hours

Maximum : 30 Weightage

General Instructions

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Section A

Answer any four questions.

Each carry 2 weightage.

1. What is Job Specification ?
2. What is Blank Application ?
3. What is Stress Interview ?
4. Describe about : (a) Brain Storming ; and (b) Simulation ?
5. What is TQM ?
6. Describe about Worker's Participation Management.
7. Explain about Quality Circle.

(4 × 2 = 8 weightage)

Turn over

Section B

Answer any four questions.

Each carry 3 weightage.

1. Explain the benefits of Trained Employees.
2. Parties involved in Industrial Relation System.
3. What is a "Standing Order"? List the contents in a Standing Order ?
4. Need for MBO?
5. Describe the new role of HRM.
6. Explain briefly about Formal and Informal Induction Programme.
7. What are the advantages and disadvantages of Internal Recruitment ?

(4 × 3 = 12 weightage)

Section C

Answer any two questions.

Each carry 5 weightage.

1. Elucidate the problems faced by the Trade Unions in India.
2. Explain the various types of Tests and Interviews in Selection Process.
3. Explain the various Theories of Wages.
4. 'Performance Appraisals have to be Data Driven Instead of Being Subjective'. Why ?

(2 × 5 = 10 weightage)

Section B

Answer any four questions.

Each carry 3 weightage.

1. Explain the benefits of Trained Employees.
2. Parties involved in Industrial Relation System.
3. What is a "Standing Order"? List the contents in a Standing Order ?
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4. 'Performance Appraisals have to be Data Driven Instead of Being Subjective'. Why ?

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MTH 4C 17—INTERNATIONAL TOURISM

(2019 Admission onwards)

Time : Three Hours

Maximum : 30 Weightage

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Section A

*Answer any **four** questions.*

Each question carries 2 weightage.

1. Define Tourism.
2. What is the capital of Egypt ?
3. Major tour destination of Middle East.
4. Explain Hemisphere.
5. What is UTC and GMT ?
6. Name any *six* countries in Schengen area.
7. Define flying time.

(4 × 2 = 8 weightage)

Turn over

Section B

Answer any four questions.

Each question carries 3 weightage.

1. Explain the importance of geography in tourism.
2. What are the six essential elements of geography ?
3. Explain the important factors for climate in tourism.
4. Explain VISA requirement.
5. Explain major geographical regions of Asia.
6. Explain climate around the world and climate system.

(4 × 3 = 12 weightage)

Section C

Answer any two questions.

Each question carries 5 weightage.

1. Briefly explain physical features of continents.
2. Explain tourism resources and factors of Europe.
3. What are the Middle East's growth factors ?
4. Explain the tourist attraction of South America and North America.

(2 × 5 = 10 weightage)

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MTH4C16—ADVANCED FOOD AND BEVERAGE MANAGEMENT

(2019 Admission onwards)

Time : Three Hours

Maximum : 30 Weightage

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Section A

Answer any four questions.

Each question carries 2 weightage.

1. What is profitability ?
2. What do you understand by menu forecasting analysis ?
3. What is Food cost control ?
4. Who is father of modern cookery ? Enlist his two main contributions ?
5. What is a Wok ?
6. Explain the action of heat on Vitamins ?
7. Define balanced Diet.

(4 × 2 = 8 weightage)

Turn over

Section B

Answer any four questions.

Each question carries 3 weightage.

1. Enlist the health benefits of a balanced diet.
2. Explain MARKETING and MERCHANDISING TECHNIQUES.
3. Elucidate types of roasting.
4. What are the different types of wash up ?
5. Write short note on Stocks.
6. What is the different processing equipment used in the Kitchen ?
7. Explain the imitation of Eggs. '

(4 × 3 = 12 weightage)

Section C

Answer any two questions.

Each question carries 5 weightage.

1. Explain the MACHINES USED FOR CLEANING AND POLISHING ?
2. Describe the uses of Eggs in cookery ?
3. Elucidate the effects of heat on foods ?
4. What is Menu engineering ?

(2 × 5 = 10 weightage)