

**THIRD SEMESTER M.T.T.M. DEGREE (REGULAR/SUPPLEMENTARY)  
EXAMINATION, NOVEMBER 2021**

(CBCSS)

M.T.T.M.

MTM 3E 02—AIR TICKETING AND GDS APPLICATIONS

(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 of the following questions.*

*Each question carries 2 weightage.*

1. Write the three letter city codes of Moscow, Warsaw, London and New York ?
2. Write the airline codes of Indigo and Vistara.
3. Define the term 'journey' used in air ticketing.
4. What is the meaning of aisle seat ?
5. Write any one payment option for extra baggage.
6. What is international sales indicators ?
7. What is meant by 'elapsed flying time' ?

(4 × 2 = 8 weightage)

**Turn over**

**Section B**

*Answer any four of the following questions.*

*Each question carries 3 weightage.*

8. What is meant by 'NUC' ?
9. What do you understand by check -in process at an airport ?
10. What are travel documents mandatory for an international journey ?
11. What are the information provided in a flight boarding pass ?
12. Write a short note on Air India.
13. Write the Amadeus commands to display fare between two sectors, amending the name of the passenger, cancellation of PNR.
14. What do you understand by Full-Service Carriers ?

(4 × 3 = 12 weightage)

**Section C**

*Answer any two of the following questions.*

*Each question carries 5 weightage.*

15. Explain the steps involved in OW Fare Calculation ?
16. Write the uses of multi-purpose document ?
17. Explain Global Indicators, Type of Fares and routings.
18. What are the precautions taken by airlines in air travel in the COVID-19 period ?

(2 × 5 = 10 weightage)

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MTM 3E 01—BUSINESS COMMUNICATION AND SOFT SKILLS

(2019 Admission onwards)

Time : Three Hours

Maximum : 30 Weightage

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**Section A**

*Answer any **four** of the following questions.  
Each question carries 2 weightage.*

1. What are Business Proposals ?
2. What are the barriers to effective communication ?
3. Distinguish between Agenda and Minutes.
4. What is elocution ?
5. What do you mean by articulation ?
6. What are the Presentation Tools ?
7. What is self-esteem ?

(4 × 2 = 8 weightage)

**Section B**

*Answer any **four** of the following questions.  
Each question carries 3 weightage.*

8. What do you mean by “dressing up for the occasion” ?
9. What are the essentials of Proof Reading ?

**Turn over**

10. What do you understand by the term Kinesics ?
11. What are the difference between verbal and non-verbal communication ?
12. Write a note on the importance of eye contact.
13. What are corporate etiquettes ?
14. Discuss about Presentation Skills.

(4 × 3 = 12 weightage)

### Section C

*Answer any two of the following questions.*

*Each question carries 5 weightage.*

15. Write a job application letter for yourself.
16. Discuss about informal interviews.
17. What are the benefits of a well-written letter ?
18. How does effective communication help in successful Business ?

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MTM 3C 13—TRAVEL AND TOUR OPERATION MANAGEMENT

(2019 Admission onwards)

Time : Three Hours

Maximum : 30 Weightage

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**Section A**

*Answer any **four** of the following questions.*

*Each question carries 2 weightage.*

1. List down any *two* types of travel agencies.
2. What are the major promotional channels of a tour operating company ?
3. List down any *two* different types of consumers of a tour business.
4. Name any *two* types of market segmentation.
5. Name any mandatory travel document for an overseas travel.
6. What is a chartered flight ?
7. Distinguish between tour guiding and interpretation.

(4 × 2 = 8 weightage)

**Turn over**

**Section B**

*Answer any **four** of the following questions.*

*Each question carries 3 weightage.*

8. Distinguish between GIT and FIT.
9. Explain the functions of various tourism distribution channels.
10. Explain Billing Settlement Plan (BSP) in tour business.
11. What are the main sources of income of a tour operating company ?
12. Discuss any *two* major job descriptions of a tour manager.
13. Discuss any *three* major challenges faced by a tour guide while guiding a tour.
14. Describe a target market for an Indian outbound tour business.

(4 × 3 = 12 weightage)

**Section C**

*Answer any **two** of the following questions.*

*Each question carries 5 weightage.*

15. Explain the importance of marketing mix in tour operation business.
16. Explain 'pre-tour', 'during tour' and 'post tour' activities of a package tour.
17. Explain the main pricing strategies for costing a tour package.
18. Explain the process of designing a tour itinerary.

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MTM 3C 12—RESEARCH METHODOLOGY IN TOURISM

(2019 Admission onwards)

Time : Three Hours

Maximum : 30 Weightage

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**Part A**

*Answer any four the following questions.*

*Each question carries 2 weightage.*

1. What is validity of a tool ?
2. Write a situation where factor analysis can be used ?
3. Which are the different types of Correlation ?
4. Differentiate between Type I and Type II error ?
5. Which are the important parametric tests ?
6. What is Hypothesis ?
7. What do you understand by measures of central tendency ?

(4 × 2 = 8 weightage)

**Turn over**

**Part B**

*Answer any four the following questions.*

*Each question carries 3 weightage.*

8. What do you understand by measures of dispersion ?
9. Which are the major reference styles ?
10. Which are the Important Rating scales ?
11. What is Multivariate Analysis of Variance ?
12. Differentiate between dependent and independent variables.
13. What are the major qualities of a research ?
14. Which are the measurement scales ?

(4 × 3 = 12 weightage)

**Part C**

*Answer any two the following questions.*

*Each question carries 5 weightage.*

15. What are the Objectives of research ?
16. Which are the different types of researches possible in tourism and hospitality ?
17. How will you compile a research report ?
18. Explain the research process in detail.

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MTM 3C 11—HRM AND ORGANIZATIONAL BEHAVIOUR

(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 the process of Human Resource Planning ?
2. Define selection.
3. What is Induction ?
4. What is JOHARI Window ?
5. Define job specification.
6. Write a short note on Payment of Bonus Act.
7. Explain about different factors influencing Perceptual Selection.

(4 × 2 = 8 weightage)

**Section B**

*Answer any **four** questions.  
Each question carries 3 weightage.*

8. What are the major reasons of transfer ?
9. How does an organization overcome resistance to change ?

**Turn over**

10. Explain different functions of attitude.
11. Write a short note on Payment of Gratuity Act.
12. Distinguish between Type A and Type B personality.
13. What are the stages of group development ?
14. Write a note on Transactional Analysis.

(4 × 3 = 12 weightage)

### Section C

*Answer any two questions.*

*Each question carries 5 weightage.*

15. What are the functions of HRM ?
16. Which are the various modes of compensation prevailing in hospitality industry ?
17. Explain the purposes of career development. Differentiate between promotion and demotion.
18. Which are the most effective training methods for hospitality industry ?

(2 × 5 = 10 weightage)