

**SECOND SEMESTER M.T.T.M. DEGREE (REGULAR/SUPPLEMENTARY)
EXAMINATION, APRIL 2021**

(CBCSS)

M.T.T.M.

MTM 2C 10—TOURISM INFORMATION TECHNOLOGY

(2019 Admissions)

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. *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.
Each question carries 2 weightage.*

1. What is meant by CRM ?
2. Explain CRS.
3. State the importance of yield management system.
4. What is GPS ?
5. What is GIS ?
6. Explain virtual reality in tourism.
7. What is E-tourism ?

(4 × 2 = 8 weightage)

Section B

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

8. Discuss the evolution and growth of CRS.
9. Write an explanatory note on MIS.

Turn over

10. Write a brief note on Sabre.
11. Discuss the different mobile marketing strategies.
12. Discuss on different types of CRS available for travel operators.
13. Write a short note on PMS.
14. Explain the advantages of E-Commerce.

(4 × 3 = 12 weightage)

Section C

*Answer any two of the following.
Each question carries 5 weightage.*

15. Explain the application of IT in airlines industry.
16. Explain the unique features of Amadeus and Galileo.
17. What are the trends in destination management ?
18. Discuss the strategic use of IT in tourism.

(2 × 5 = 10 weightage)

**SECOND SEMESTER M.T.T.M. DEGREE (REGULAR/SUPPLEMENTARY)
EXAMINATION, APRIL 2021**

(CBCSS)

M.T.T.M.

MTM 2C 09—TOURISM PLANNING AND DESTINATION DEVELOPMENT

(2019 Admissions)

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. *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.

Each question carries 2 weightage.

1. What are the characteristics of tourism destination ?
2. Define destination competitiveness.
3. Define destination image.
4. What is destination zone ?
5. Define tourism policy.
6. What is EMS ?
7. What are the levels of tourism planning ?

(4 × 2 = 8 weightage)

Section B

Answer any four of the following.

Each question carries 3 weightage.

8. What is EIA ? Explain the steps of EIA.
9. What are the factors to be considered for destination branding ?

Turn over

10. Explain the national action plan 1992.
11. Describe the importance of destination information.
12. Explain the role of destination marketing organisation in development of tourism.
13. Define tourism policy and explain the need for a policy in tourism industry.
14. What are the determinants of destination competitiveness ?

(4 × 3 = 12 weightage)

Section C

*Answer any two of the following.
Each question carries 5 weightage.*

15. Evaluate national tourism policy 2002 and suggest a few areas where improvements required. Justify your views.
16. Identify adventure tourism destination of your choice and suggest a destination development plan for sustainable tourism.
17. Explain the six A's framework for tourism destinations.
18. Discuss the importance of stakeholder involvement in tourism planning and development.

(2 × 5 = 10 weightage)

**SECOND SEMESTER M.T.T.M. DEGREE (REGULAR/SUPPLEMENTARY)
EXAMINATION, APRIL 2021**

(CBCSS)

M.T.T.M.

MTM 2C 08—AVIATION MANAGEMENT

(2019 Admissions)

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. *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.
Each question carries 2 weightage.*

1. What is meant by free carry on items ?
2. Differentiate between red channel and green channel at airports.
3. What is meant by excess baggage charges ?
4. Write any four features of LCC.
5. Describe the types of aircrafts.
6. What is meant by ULD ? What are its types ?
7. What are the loading and unloading devices used at airports ?

(4 × 2 = 8 weightage)

Section B

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

8. Explain the documentation requirements for transporting dead bodies by air.
9. Discuss the process and documentation for transporting dangerous goods.
10. Explain various ancillary services provided at the airport for the passengers.

Turn over

11. How do services differ by classes of travel ? Explain.
12. Describe major customs formalities of India.
13. Describe various safety and security services provided at the airports.
14. Discuss the contents on a flight ticket.

(4 × 3 = 12 weightage)

Section C

*Answer any two of the following.
Each question carries 5 weightage.*

15. Discuss the role of AAI in the growth and development of air transport in India.
16. Explain different export and import documents.
17. Examine the impact of LCC on airline industry.
18. Discuss merging and acquisition as one of the key marketing strategies of airline.

(2 × 5 = 10 weightage)

**SECOND SEMESTER M.T.T.M. DEGREE (REGULAR/SUPPLEMENTARY)
EXAMINATION, APRIL 2021**

(CBCSS)

M.T.T.M.

MTM 2C 07—HOSPITALITY ADMINISTRATION

(2019 Admissions)

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. *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. What is called triad room ?
2. Who is a walkin guest ?
3. What do you mean by Bell Desk ?
4. Who is a sauce chef ?
5. Define Hospitality Management.
6. What is Concierge ?
7. What are the different types of dining ?

(4 × 2 = 8 weightage)

Section B

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

Each question carries 3 weightage.

8. What are the different types of reservations in a hotel ?
9. Give a brief account of various types of resorts.

Turn over

10. Explain the significant role of housekeeping department in a hotel.
11. Discuss in brief the qualities required for front office executives.
12. Discuss the functions of front office department in a hotel.
13. Write a note on Guest Cycle.
14. Discuss on different types of hotels.

(4 × 3 = 12 weightage)

Section C

Answer any **two** of the following questions.
Each question carries 5 weightage.

15. Discuss in brief the history of hotels.
16. Explain different considerations and phases of resort development.
17. What are the different types of service in a restaurant? Explain.
18. Discuss the role of FHRAI in hotel business.

(2 × 5 = 10 weightage)

**SECOND SEMESTER M.T.T.M. DEGREE (REGULAR/SUPPLEMENTARY)
EXAMINATION, APRIL 2021**

(CBCSS)

M.T.T.M.

MTM 2C 06—MARKETING FOR TOURISM AND HOSPITALITY

(2019 Admissions)

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. *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.*

Each question carries 2 weightage.

1. What is marketing mix ?
2. Differentiate between need and want.
3. Define packaging.
4. Define sales promotion.
5. What is web marketing ?
6. Define consumerism.
7. Define product line.

(4 × 2 = 8 weightage)

Section B

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

Each question carries 3 weightage.

8. Briefly describe green marketing.
9. Explain the core marketing concept.

Turn over

10. Explain the factors affecting branding a destination.
11. What are the bases that can be used to segment markets of tourism industry ?
12. Explain various factors determining the choice of a suitable marketing channel system.
13. Discuss different steps involved in new product development.
14. Explain the process of market targeting.

(4 × 3 = 12 weightage)

Section C

*Answer any **two** of the following.
Each question carries 5 weightage.*

15. What is market positioning ? Explain the steps involved in positioning of tourism services.
16. Evaluate the role of public relations in tourism marketing. Discuss various tools of public relations.
17. “The tour operators act as a wholesaler and the travel agent act a retailer. Comment on this highlighting the functions of both.
18. Explain in detail 4 P's of marketing mix. Explain the relevance of other 3 P's in tourism.

(2 × 5 = 10 weightage)

**SECOND SEMESTER M.T.H.M. DEGREE (REGULAR/SUPPLEMENTARY)
EXAMINATION, APRIL 2021**

(CBCSS)

M.T.H.M.

MTH 2C 10—TOURISM DESTINATION PLANNING AND DEVELOPMENT

(2019 Admissions)

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. *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 question carries 2 weightages.

1. What is Tourism Destination ?
2. What do you mean by Tourism Planning ?
3. Define Carrying capacity.
4. What do you mean by pull factor in tourism ?
5. What is Marketing Mix ?
6. Write down the meaning of PPP.

(4 × 2 = 8 weightage)

Section B

Answer any four questions.

Each question carries 3 weightages.

7. Explain the characteristics of tourism destination.
8. Write down the importance of tourism planning.

Turn over

9. State the Environmental Considerations in Tourism Planning.
10. Explain the Dimensions of Tourist Destination Image.
11. Point out the Dynamic Wheel of Tourism Stakeholders.
12. Explain the Functions of Tourism Distribution Channels.

(4 × 3 = 12 weightage)

Section C

Answer any two questions.

Each question carries 5 weightages.

13. List out and explain the different Levels of Tourism Planning.
14. Discuss the Procedure for Assessing Tourism Potential of a Destination.
15. Evaluate the six A's framework for tourism destinations.

(2 × 5 = 10 weightage)

**SECOND SEMESTER M.T.H.M. DEGREE (REGULAR/SUPPLEMENTARY)
EXAMINATION, APRIL 2021**

(CBCSS)

M.T.H.M.

MTH 2C9—HOTEL FACILITY MANAGEMENT

(2019 Admissions)

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. *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 question carries 2 weightage.

1. What do you understand by Facility planning ?
2. What are the components of hotel design ?
3. What is plinth area ?
4. What are the various types of store ?
5. Name any four mechanical kitchen equipment.
6. Define Energy conservation.

(4 × 2 = 8 weightage)

Section B

Answer any four questions.

Each question carries 3 weightage.

7. What are the points to be kept in mind while designing a hotel ?
8. Write down the procedure for Systematic Layout Planning Pattern.

Turn over

9. Explain the basic layout principle of work triangle in kitchen planning.
10. Point out the planning of staff facilities in a star hotel.
11. Why feasibility study is necessary ? Explain.
12. Explain the necessity of energy conservation.

(4 × 3 = 12 weightage)

Section C

Answer any two questions.

Each question carries 5 weightage.

13. Explain the importance of interior design in a luxurious hotel.
14. Describe the planning of various supporting services in kitchen department.
15. Explain the methods of energy conservation in different areas in hotel operation.

(2 × 5 = 10 weightage)

**SECOND SEMESTER M.T.H.M. DEGREE (REGULAR/SUPPLEMENTARY)
EXAMINATION, APRIL 2021**

(CBCSS)

M.T.H.M.

MTH 2C8—MANAGEMENT INFORMATION SYSTEM IN SERVICE INDUSTRY

(2019 Admissions)

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. *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 question carries 2 weightage.

1. Define Information System.
2. What is CRS ?
3. What is the use of IDS software in hotel housekeeping ?
4. What is a Vending machine ?
5. What is Property management system ? Give two examples.
6. What is CBIS ?

(4 × 2 = 8 weightage)

Section B

*Answer any **four** questions.*

Each question carries 3 weightage.

7. **Explain the five main components of an information system ?**
8. **Write down the Features using software for front office management.**

Turn over

9. Explain the use of PMS in hotels.
10. Point out the key features of Hotel Locks Device interfacing.
11. Give short note on Point-of-Sale Control Systems.
12. Explain the advantages of GDS for Hotels.

(4 × 3 = 12 weightage)

Section C

*Answer any **two** questions.
Each question carries 5 weightage.*

13. Discuss the importance of MIS in hotel.
14. Evaluate the various software used in travel industry.
15. Explain the Usages of computer in Hospitality industry.

(2 × 5 = 10 weightage)

**SECOND SEMESTER M.T.H.M. DEGREE (REGULAR/SUPPLEMENTARY)
EXAMINATION, APRIL 2021**

(CBCSS)

M.T.H.M.

MTH 2C 7—HOSPITALITY AND TOURISM LAWS

(2019 Admissions)

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. *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 question carries 2 weightage.*

1. Who is an Innkeeper ?
2. What is FSSAI Mark ?
3. What do you mean by Negligence ?
4. What is PFA Act ?
5. What is FPO standards ?
6. What is Transit Visa ?

(4 × 2 = 8 weightage)

Section B

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

7. Explain the four elements that must exist in a Tort action.
8. Write about the key laws governing alcohol consumption in India.
9. Give short note on Kerala Shops and Establishments Act 1960.

Turn over

10. Explain the role of food safety management system in food industry.
11. What are the causes of food adulteration ? Explain.
12. Explain the different types of passport issuing in India.

(4 × 3 = 12 weightage)

Section C

*Answer any two questions.
Each question carries 5 weightage.*

13. Discuss the Common Laws Governing the Hotelkeeper.
14. Explain the food standards rules to be followed in the PFA act 1954.
15. Evaluate the guiding principles that govern the EIA process.

(2 × 5 = 10 weightage)

**SECOND SEMESTER M.T.H.M. DEGREE (REGULAR/SUPPLEMENTARY)
EXAMINATION, APRIL 2021**

(CBCSS)

M.T.H.M.

MTH 2C 6—REVENUE MANAGEMENT IN HOSPITALITY INDUSTRY

(2019 Admissions)

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. *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 question carries 2 weightages.

1. Write any two objectives of Financial Statements.
2. What is Vertical analysis ?
3. What is Dynamic pricing ?
4. Define Debt Financing.
5. What are the major sources of equity financing ?
6. What do you mean by differential retention pricing ?

(4 × 2 = 8 Weightage)

Section B

Answer any four questions.

Each question carries 3 weightages.

7. Write down the different methods of revenue management.
8. Explain the importance of Financial Reporting.

Turn over

9. Explain the Advantages and Limitations of Ratio Analysis.
10. Explain the advantages and disadvantages of equity finance.
11. State the different Methods of Demand Forecasting.
12. Write down the Functions of Distribution Channels.

(4 × 3 = 12 weightage)

Section C

Answer any two questions.

Each question carries 5 weightages.

13. How revenue management software helps hotel managers ? Discuss.
14. Discuss the role of revenue management in food and beverage service.
15. What is a Hotel Distribution Channel Manager ? Explain the advantages of a Distribution Channel Manager ?

(2 × 5 = 10 weightage)