

For Candidates Admitted From 2018

18 MTT 23C

ROLL NO.....

M.T.T.M. DEGREE EXAMINATIONS, APRIL 2019

**SEM : II TOURISM AND TRAVEL MANAGEMENT
AIRLINES AND AIRPORT MANAGEMENT**

TIME : 3 Hrs.

Max. Marks : 75

PART A (10 X 2 =20)

Answer all the questions not exceeding 25 words.

1. Expand: ICAO, IATA, DGCA and AAI.
2. Write the key features of Boeing Aircraft.
3. What is the use of Radio frequency Identification Tags?
4. Define Frequent Flu program.
5. Write the Airport code of following Airport.
a. Changi International Airport b) Frankfurt International Airport.
c. Dubai International Airport d) Manila International Airport
6. MCO - Write
7. Define - Freedom of Air.
8. What is Cabin Baggage.
9. Dangerous Goods - Write.
10. Air way bill - Brief.

PART - B (5X5 = 25)

Answer all the questions not exceeding 300 words.

11. a. Write different types of Airlines and Aircrafts.
(or)
b. Write short note on special category passengers.
12. a. Explain the types of Air Journeys with example.
(or)
b. Write the priorities and procedure for accepting excess baggage.
13. a. Explain MCO and MPD.
(or)
b. State the major role of AAI.
14. a. Write the procedures of handling the aircraft on ground.
(or)
b. What is air traffic controlling service?
15. a. Define the following: i) Runway ii) Ramp iii) Taxiway

(or)

- b. Write the terminal facilities and Booking procedures for Air Cargo.

PART - C (3 X 10 = 30)

Answer any three of the following not exceeding 1500 words.

16. Write down the advantages of AFS (Air Freight Stations)
17. Write a detailed note on Security check, Customs regulations and Immigration and Emigration Procedures.
18. What are dangerous goods? List out the prohibited items in Aircraft.
19. Explain in details about Cargo Documentations.
20. Enumerate different operations carried out in an airport and write the Automation required for Modern Airports.

For Candidates Admitted From 2018

18 MTT 25E

ROLL NO.....

M.T.T.M. DEGREE EXAMINATIONS, APRIL 2019

SEM : II TOURISM AND TRAVEL MANAGEMENT
COMMUNICATION SKILLS FOR TOURISM

TIME : 3 Hrs.

Max. Marks : 75

PART A (10 X 2 =20)

Answer all the questions not exceeding 25 words.

1. What is panel interview?
2. Define the term video conferencing.
3. Give two examples of oral communication in an organisation.
4. What is responsive handshake?
5. Define the term Proxemics.
6. What are the elements of body language?
7. Give two examples of written communication.
8. What is report?
9. Define resume.
10. What is indirect interview?

PART - B (5X5 = 25)

Answer all the questions not exceeding 300 words.

11. a. State the importance of business correspondence.
(or)
b. Write the methods of achieving effective communication.
12. a. Write the qualities of good public speaker.
(or)
b. Write in detail about Telephone Etiquette.
13. a. Write the various techniques for Team building.
(or)
b. Describe the uses of gestures.
14. a. Personality Development and Grooming Illustrate its importance in successful Interview process.
(or)
b. Write a short note on Blog writing.
15. a. Draft an E-Mail seeking a quote from DMC for Singapore, Malaysia tour package.
(or)
b. Describe the content of a resume.

PART - C (3 X 10 =30)

Answer any three of the following not exceeding 1500 words.

16. Write the importance of Oral communication with appropriate example.
17. Non verbal communication and its Importance in Contemporary Interview process - Discuss.
18. Report writing - Write the steps and suggest measures for effective Report Writing.
19. Explain the modern techniques used in Interview process.
20. Prepare a detailed business communication seeking your boss permission in establishing a new department to look after the outbound operations of your travel agency.

For Candidates Admitted From 2015-2017

15 MTT 41C REG.NO.....
M.T.T.M DEGREE EXAMINATIONS, APRIL 2019
TOURISM AND TRAVEL MANAGEMENT SEMESTER :IV
CUSTOMER RELATIONSHIP AND SERVICES
MANAGEMENT

Time : 3 HRS.

Max.Marks: 75

PART –A (10 X 2 =20)

Answer ALL the questions not exceeding 25 words each

1. Define Customer.
2. What is feedback?
3. Give a brief note on data analysis.
4. What is meant by data mining?
5. Define Service.
6. Why are the services intangible?
7. What is service design?
8. What is technology? And write few GDS used in tourism.
9. Write a brief note on service quality.
10. How is the service quality measured?

PART –B (5 X 5 =25)

Answer ALL the questions not exceeding 300 words each

11. a. Explain the process of customer acquisition and retention.
(or)
b. What is customer loyalty? Describe.
12. a. Expound the necessity of customer Information Databases.
(or)
b. Elucidate the ethics and legalities of data use.
13. a. Explain the classification of services.
(or)
b. What are the ways of building service aspirations?- Describe.
14. a. Bring out the role of service sector in the development of a nation?

(or)

- b. Write a note on service design and development.
15. a. Explain the means of measuring and improving service quality.
(or)
b. List out the strategies to resolve service quality gaps.

PART –C (3 X 10 =30)

Answer any THREE questions not exceeding 1500 words each

16. Give an account of customer satisfaction measurements.
17. Write an essay on the Marker Basket Analysis (MBA) and click stream Analysis.
18. State and explain the characteristics of Services.
19. Discuss in detail the role of technology in service sector.
20. Write an essay on the Service Quality Gaps and suggest measures to improve service quality in Toursim.

For Candidates Admitted From 2018

18 MTT 22C

ROLL NO.....

M.T.T.M. DEGREE EXAMINATIONS APRIL 2019
SEM : II TOURISM AND TRAVEL MANAGEMENT
E- TOURISM

TIME : 3 Hrs.

Max. Marks : 75

PART -A (10 X 2 = 20)

Answer ALL Questions not exceeding 25 words each

1. What is E-Tourism?
2. Define Data.
3. Who are called service Providers in Travel Industry.
4. What is called global Distribution System?
5. Explain the concept of Business to Business?
6. Write a note on E-travel Intermediaries?
7. What are called virtual banks?
8. Explain Bank Transfer Payments?
9. What is called E-Marketing?
10. Write a short note on Travel Blogs?

PART -B (5 X 5 =25)

Answer ALL Questions not exceed in 300 Words each

11. a. What is called Data Processing?
(or)
b. Describe the uses of Information Technology in tourism?
12. a. What are the various functions of Global Distribution System? /
(or)
b. Compare and contrast CRS and GDS?
13. a. What are the components of B2B in tourism industry?
(or)
b. Explain the key services offered by online travel agencies?
14. a. Describe the working process of Billing Settlement plan?
(or)
b. Describe the advantages of Quick pay options in modern banking system.

15. a. What are the steps involved in the online payment process?

(or)

- b. Enumerate the advantages and disadvantages social media marketing.

PART -C (3 X 10 = 30 Marks)

Answer any THREE Questions not exceed in 1500 Words each

16. Who are the players involved in e-tourism? List down their key activities.
17. Critically analyze the Amadeus and its association with various other partners to operate.
18. Discuss the growth and impacts of online travel industry in India?
19. Explain the role of E-Marketing in the promotion of Tourism products.
20. Write an essay about the future of E-Tourism?

For Candidates Admitted From 2018

18 MTT 24C

ROLL NO.....

M.T.T.M. DEGREE EXAMINATIONS, APRIL 2019

SEM : II TOURISM AND TRAVEL MANAGEMENT

ECOTOURISM

TIME : 3 Hrs.

Max. Marks : 75

PART A (10 X 2 =20)

Answer all the questions not exceeding 25 words.

1. Write Basic laws in Ecology.
2. What is a EIA?
3. Mass tourism - Define.
4. What is Alternative tourism.
5. What is pro-poor tourism?
6. Define the term "sustainability".
7. Environmental Audit - Write.
8. What is Ecological carrying capacity?
9. Define the term protected areas.
10. Which year was declared International year of Eco tourism? Why?

PART - B (5 X 5 = 25)

Answer all the questions not exceeding 300 words.

11. a. State the principles functions and Management of Ecosystem.
(or)
b. Describe the term "ecological foot print".
12. a. Summarize the principles and functions of Ecotourism.
(or)
b. Differentiate Ecotourism and Mass tourism.
13. a. What are the motivational factors for ecotourism.
(or)
b. Write the Importance of local community participation in Ecotourism Activities.
14. a. What are the aims of responsible tourism?
(or)
b. Explain the Prime factors influencing carrying capacity.

15. a. Write a note on protected area visitor impact management.
(or)

b. Mention UNDP supported ecotourism projects in India

PART - C (3 X 10= 30)

Answer any three of the following not exceeding 1500 words.

16. Write the detailed note on the relationship between Tourism and Environment.
17. Enumerate the importance of Quebec and Oslo Declarations.
18. Explain the typologies of Eco-tourists with appropriate example.
19. Write the role of National and International Ecotourism organisation in developing and promoting Ecotourism.
20. Illustrate the impacts of Ecotourism projects based on your understanding from the visit to Thenmala Ecotourism center.

For Candidates Admitted From 2015-2017

15 MTT 44E

REG.NO.....

M.T.T.M. DEGREE EXAMINATIONS, APRIL 2019
TOURISM AND TRAVEL MANAGEMENT SEMESTER :IV
HOSPITALITY MANAGEMENT

Time : 3 HRS.

Max.Marks: 75

PART -A (10 X 2 =20)

Answer ALL the questions not exceeding 25 words each

1. Define Hospitality.
2. What is a hotel guest relationship?
3. No Show-Brief.
4. Differentiate between Hotel and Motel.
5. What is "Supplementary Accommodation"?
6. Define the term 'grading of hotel'.
7. What do you understand by housekeeping?
8. Differentiate between Reservation and Registration.
9. American plan- Write.
- 10 .What is the importance of key control in the hotel?

PART -B (5 X 5 =25)

Answer ALL the questions not exceeding 300 words each

11. a. Discuss the basic and fundamental functions of hotel management.
(or)
b. Explain the significance of the hotel industry and its contribution in promotion of tourism in Tamil Nadu.
12. a. Explain the term 'organisation' give a suitable organization chart for a deluxe hotel having 300 rooms.
(or)
b. Give a brief account of the various departments of a hotel and explain in detail the functions of a housekeeping department.
13. a. What do you understand by front office management? What are

the main functions of front office in a deluxe hotel?

(or)

- b. What are the duties and responsibilities of a front office manager in a luxury hotel?
14. a. Explain the duties and responsibilities of the food production and food and beverage service.
(or)
b. E.Reservation and CRS in Hotel Industry – Explain.
15. a. Write various career opportunities available in the Hospitality & Hotel Industry.
(or)
b. Explain the various steps in the market research process in Hotel Industry.

PART -C (3 X 10 =30)

Answer any THREE questions not exceeding 1500 words each

16. Discuss the role and importance of management in the hotel Industry.
17. Define the term 'hotel'. Explain in detail various types of hotels.
18. Explain in brief about the check-in and check –out process of 5 stars deluxe Hotels.
19. What are the housekeeping operations in a hotel? Why is it Considered important?
20. Discuss in detail about the Evaluation methods hotel performance in detail.

For Candidates Admitted From 2015-2017

15 MTT 42C

REG.NO.....*010*

M.T.T.M. DEGREE EXAMINATIONS, APRIL 2019
TOURISM AND TRAVEL MANAGEMENT SEMESTER : IV
INTERNATIONAL BUSINESS MANAGEMENT

Time : 3 HRS.

Max.Marks: 75

PART –A (10 X 2 =20)

Answer ALL the questions not exceeding 25 words each

1. What is International Business?
2. Global economic group – Brief.
3. IMF – Brief.
4. What is the importance of inter – cultural communication in business?
5. Define the term International Portfolio Management.
6. Sales Promotion – Write.
7. Expand : EU, WTO, SAARC and BIRCS.
8. FDI-Define.
9. "Make in India" Campaign - Brief.
10. Define the term Globalization.

PART –B (5 X 5 =25)

Answer ALL the questions not exceeding 300 words each

11. a. Discuss the environment of International Trade in detail.
(or)
b. What are all the Regional Trade Blocs and highlight steps to overcome.
12. a. Explain the factors Affecting Global Competitiveness.
(or)
b. Explain the role of Economic environment in International Business.
13. a. Elucidate the factors influencing FDI.
(or)
b. Highlight the importance of Market Identification and Demand

estimations in International Business.

14. a. Illustrate the difference between Western and Eastern Management styles.

(or)

- b. Write the methods of doing International Business.

15. a. What are the contradictions in global Economic Policy with regards to regionalism?

(or)

- b. What are the different forms of trade barriers?

PART –C (3 X 10 =30)

Answer any THREE questions not exceeding 1500 words each

16. "India : Before and After Implementation of LPG"- Discuss.
17. Explain the impact of political and legal environment on International business.
18. Discuss the role of information technology in managing global business.
19. Describe in detail about the role of WTO in connecting the Global business environment.
20. Discuss the ethical issues in International Business.

18 MTT 13C

REG.NO.....

M.T.T.M DEGREE EXAMINATIONS APRIL 2019
TOURISM AND TRAVEL MANAGEMENT SEMESTER I
TOURISM PRODUCTS OF INDIA

Time : 3Hrs.

Max.Marks : 75

PART – A (10 X 2 = 20)
ANSWER ALL THE QUESTIONS

1. Define Tourism products.
2. What do you understand by the term flora and fauna?
3. What is Biosphere Reserve?
4. Define : Natural Resources.
5. Name two beaches of Kerala and Goa.
6. Name four forts in India.
7. What is Heritage Tourism?
8. What do you mean by Tourism circuits?
9. What is Rural Tourism?
10. Define Eco- Tourism.

PART – B (5 X 5 = 25)
ANSWER ALL THE QUESTIONS

11. a. What are the unique features of Tourism Products?
(or)
b. Write few lines about various types of landforms in India.
12. a. Write about the Indian deserts.
(or)
b. Explain about any two Wildlife sanctuaries in India.
13. a. Give an account of fairs and festivals in India.
(or)
b. Why Kerala is called as the “ The God’s Own Country”?
14. a. Write a short note on Major Tourism circuits in India.
(or)
b. What are the Indian costumes?
15. a. Write a short note on Eco Tourism.
(or)
b. Explain about Adventure Tourism.

PART – C (3 X 10 = 30)
ANSWER ANY THREE QUESTIONS

16. Explain the Natural, Socio cultural Tourism resources of India.
17. Explain the features of Wildlife sanctuaries and National Parks in India.
18. Discuss Manmade tourism resources.
19. Write an essay on UNESCO World Heritage site in India.
20. Write few lines about the following tourism :
i) Tribal tourism ii) Medical Toursim iii) Rural Tourism iv) Wine Tourism

For Candidates Admitted From 2018.

18 MTT 21C

ROLL NO.....

M.T.T.M. DEGREE EXAMINATIONS APRIL 2019

SEM : II TOURISM AND TRAVEL MANAGEMENT

TRAVEL AGENCY AND TOUR OPERATIONS

TIME : 3 Hrs.

Max. Marks : 75

PART A (10 X 2 =20)
ANSWER ALL QUESTIONS

1. Who is a travel agent?
2. What is an itinerary?
3. Define the term Fixed Departure.
4. Tour package - Define.
5. What is " Break even analysis" in tour costing?
6. Give two examples of direct cost in tour pricing.
7. Define Tour brochure.
8. How many categories of membership do IATO has?
9. Which was the company to develop real time CRS?
10. Give two examples of GDS based online travel agencies.

PART B (5 X 5 =25)
ANSWER ALL QUESTIONS,

11. a. State the important features of a travel agency business.
(or)
b. Explain the types of itineraries.
12. a. Write short note on evolution of Travel and Travel Trade.
(or)
b. State the Linkages and Integration of Travel Agency with Principal Service Providers.
13. a. Write a short note on UFTAA.
(or)
b. Write the consumer affairs & awareness activities of TAAI and IATO.
14. a. Describe different price discount/allowances offered by travel companies.
(or)
b. What is tour cost sheet and write its advantages.
15. a. Write the do's and don't of Itinerary Preparations.
(or)

- b. Describe FIT and GIT in detail.

PART - C (3 X 10 = 30)
ANSWER ANY THREE QUESTIONS.

16. Highlight the benefits of integration between government & professional tourism bodies.
17. List out the rules set up by DoT to establish a full fledged travel agency.
18. Prepare a 7 days pilgrimage tour package (with itinerary) covering important pilgrimage destinations of Tamil Nadu of your choice
19. Enumerate the factors that influence tour costing.
20. Elaborate the challenges of online travel agencies and stress upon the importance of Ethics in Travel Agency business.
