

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

(CBCSS)

Master of Tourism and Hospitality Management

MTH 2C 10—TOURISM DESTINATION PLANNING AND DEVELOPMENT

(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 question carries 2 weightage.*

1. Mention any two Tourism destinations of Karnataka.
2. Define Management systems.
3. Define Marketing.
4. Define Sustainability.
5. Define Environmental Management.
6. Expand WTO.

(4 × 2 = 8 weightage)

Section B

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

7. Give an short note on sustainable destination.
8. Give a short note on development of theme park.

Turn over

9. Mention few tourism places in India.
10. Mention some of the marketing attributes of tourism.
11. Write a note on travel brochures.
12. Write the role of branding in the perception of tourist destination.

(4 × 3 = 12 weightage)

Section C

Answer any two questions.

Each question carries 5 weightage.

13. Write an elaborate note on Destination branding and the web.
14. Elaborate Marketing communication and strategies with meaning and purpose.
15. Elaborate the influence of information sources on the cognitive affective and unique image.

(2 × 5 = 10 weightage)

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MTH 2C 9—HOTEL FACILITY MANAGEMENT

(2019 Admission onwards)

Time : Three Hours

Maximum : 30 Weightage

General Instructions

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Section A

Answer any four questions.

Each question carries 2 weightage.

1. What are the advantages of classifying a hotel ?
2. Define Feasibility study.
3. What do you mean by commercial kitchen ?
4. Define Budget.
5. What do you mean by hierarchy ?
6. Name any four public areas in a hotel.

(4 × 2 = 8 weightage)

Section B

Answer any four questions.

Each question carries 3 weightage.

7. Bring out the importance of layout configuration in planning hotel facility.
8. Explain the procedure for determining space for planning a guest room.

Turn over

9. State the concept of island kitchen and draw the layout.
10. What are the points to be considered while planning a guest room for physically challenged ?
11. Explain the guidelines for allocating space in hotels.
12. Explain the various equipments found in cafeteria.

(4 × 3 = 12 weightage)

Section C

Answer any two questions.

Each question carries 5 weightage.

13. Discuss the points to be considered while planning front office department.
14. Explain the various heavy equipment requirement for commercial kitchen.
15. With a diagram describe how works flow in a store from the goods purchased to the point of issuing of materials.

(2 × 5 = 10 weightage)

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MTH 2C 8—MANAGEMENT INFORMATION SYSTEM IN SERVICE INDUSTRY

(2019 Admission onwards)

Time : Three Hours

Maximum : 30 Weightage

General Instructions

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Section A

Answer any four questions.

Each question carries 2 weightage.

1. What is MIS ?
2. What is Cyber Crime ?
3. What are the advantages of electronic lock system ?
4. What is Bar Cost System ?
5. What are the uses of Electronic cash registers ?
6. What is destination management system ?

(4 × 2 = 8 weightage)

Turn over

Section B

Answer any four questions.

Each question carries 3 weightage.

7. Write down the classification of Information System.
8. Explain the specification of IDS software used in hotels.
9. Write short note on GDS with suitable examples.
10. Write down the advantages of MIS in hotels.
11. Write short note on Personnel Management System.
12. Write down the advantages of GDS.

(4 × 3 = 12 weightage)

Section C

Answer any two questions.

Each question carries 5 weightage.

13. Discuss the various computer companies and their systems used in India.
14. List and explain the different hotel Back office control system.
15. Evaluate the role of Information Technology in The Hospitality Industry.

(2 × 5 = 10 weightage)

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Master of Tourism and Hospitality Management
MTH2C7—HOSPITALITY AND TOURISM LAWS
(2019 Admission onwards)

Time : Three Hours

Maximum : 30 Weightage

General Instructions

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Section A

Answer any four questions.

Each question carries 2 weightages.

1. What is a Contract ?
2. Who is a tenant ?
3. What is liquor license act ?
4. What is AGMARK ?
5. What is Essential Commodities Act ?
6. What is FEMA ?

(4 × 2 = 8 weightage)

Section B

Answer any four questions.

Each question carries 3 weightages.

7. What are the various duties performed by the hotel to protect their guests ?
8. Write down the Classification of Liquor Licenses.
9. Give short note on Consumer Protection Act of India 1986.
10. Explain the basic rights of consumers.
11. What are the different methods of food adulteration in hotels ?
12. Write short note on Foreign Registration Act.

(4 × 3 = 12 weightage)

Section C

Answer any two questions.

Each question carries 5 weightages.

13. List out and explain the various Licenses required for opening a hotel in India.
14. Discuss the importance of food safety to hospitality industry.
15. Explain the various travel documents required for international travel.

(2 × 5 = 10 weightage)

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MTH 2C 6—REVENUE MANAGEMENT IN HOSPITALITY INDUSTRY

(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 Financial Reporting ?
2. Define Ratio Analysis.
3. What do you mean by time value of money ?
4. What is Occupancy rate ?
5. What is Break even analysis ?
6. What do you understand by Strategic Pricing ?

(4 × 2 = 8 weightage)

Section B

Answer any four questions.

Each question carries 3 weightage.

7. Write down the benefits of revenue management.
8. Explain the main objective of financial reporting.

Turn over

9. Write down the nature of Financial Statements.
10. Explain the different types of comparative analysis.
11. Write down the importance of revenue management.
12. Explain the factors affecting capital structure.

(4 × 3 = 12 weightage)

Section C

Answer any two questions.

Each question carries 5 weightage.

13. Explain how revenue management decisions are affected by group room sales.
14. Evaluate the Significance and Importance of Funds Flow Statement.
15. What are the Steps involved in Demand Forecasting ? Explain the steps.

(2 × 5 = 10 weightage)