

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

(CBCSS)

Master of Travel and Tourism Management

MTM 2C 10—TOURISM INFORMATION TECHNOLOGY

(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.  
Each question carries 2 weightage.*

1. What is meant by CRM ?
2. Explain CRS.
3. What is ATMs ?
4. Mention any *two* functions of IT in the back office of hotel ?
5. What is GIS ?
6. Explain MIS.
7. What is E-tourism ?

(4 × 2 = 8 weightage)

**Turn over**

**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 Galileo.
10. Describe hotel distribution system.
11. Write short note on M marketing.
12. Discuss on different functions of CRS for travel operators.
13. Write a short note on World span.
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. Write a note on PMS.
16. Explain the role of I.T. in Tourism.
17. What are the trends in destination management ?
18. Discuss the strategic use of I.T. in Tourism.

(2 × 5 = 10 weightage)

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MTM 2C 09—TOURISM PLANNING AND DESTINATION DEVELOPMENT

(2019 Admission onwards)

Time : Three Hours

Maximum : 30 Weightage

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**Section A**

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

1. Define tourism policy.
2. What are the commonly attractive attributes of destination ?
3. What is destination marketing organisation ?
4. What are the different approaches of tourism planning ?
5. What are the various objectives of tourism policy in India ?
6. What is EIA ?
7. Define destination mapping.

(4 × 2 = 8 weightage)

**Section B**

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

8. What are the mechanisms of destination branding ?
9. Explain the destination image formation process.
10. Explain the role of distribution channels in destination promotion and publicity.
11. How destination branding helps in creating value ?
12. Explain the determinants of destination.
13. Explain the destination marketing mix.
14. Explain the tourism area life cycle.

(4 × 3 = 12 weightage)

**Section C**

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

15. Explain the various process of destination planning.
16. Explain the type and characteristics of tourism destination.
17. What is EIA ? Explain the steps of EIA. Also enlist the UN initiatives on ecology and environment.
18. What are the marketing communication strategies used in promotion and publicity ?

(2 × 5 = 10 weightage)

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MTM 2C 08—AVIATION MANAGEMENT

(2019 Admission onwards)

Time : Three Hours

Maximum : 30 Weightage

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**Section A**

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

1. What is meant by air side and city side of an airport ?
2. Define embarkation and dis-embarkation.
3. What is meant by deporting of passengers ?
4. What is meant by pooling of baggage ?
5. What is meant by free baggage allowance ?
6. Write two features of LCC.
7. Differentiate between scheduled flights and chartered flights.

(4 × 2 = 8 weightage)

**Section B**

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

8. Discuss about different types of ramp equipments used in airports.
9. Define Baggage. Explain baggage regulations.

**Turn over**

10. Explain the functions of AAI.
11. Discuss about various in-flight services provided to the passengers.
12. What is an airway bill ? Explain its types.
13. Discuss on various documents required to transport live animals by air.
14. List out the restricted items as part of the passenger baggage.

(4 × 3 = 12 weightage)

### Section C

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

15. Discuss check-in and check-out procedures at international airport.
16. Explain different types of air cargo.
17. Draw the structure of an airport and explain the functions of various departments.
18. Write city name, country name and IATA area for the following three letter city codes :

S.N	City Code	City Name	Country	Area
1	BJS			
2	LED			
3	WAW			
4	KHI			
5	SCL			
6	LAX			
7	CPT			
8	NBO			
9	CBR			
10	AKL			

(2 × 5 = 10 weightage)

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Master and Travel and Tourism Management  
MTM 2C 07—HOSPITALITY ADMINISTRATION  
(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. Write any two functions of FHRAI ?
2. What is Silver service ?
3. What is meant by cleaning agents ?
4. What are the different types of menu ?
5. Define service.
6. What is meant by Bell Desk ?
7. Who is a night auditor ?

(4 × 2 = 8 weightage)

**Section B**

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

*Each question carries 3 weightage.*

8. Briefly explain the facilities required in a three star hotel.
9. Discuss the guest cycle in a hotel.
10. Discuss the duties and responsibilities of housekeeping staff.
11. Discuss the procedure of handling a guest.
12. What are the different types of secondary accommodation ? Explain.
13. Explain types of meal plans and room rates.
14. Briefly explain the role of front office executives.

(4 × 3 = 12 weightage)

**Section C**

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

*Each question carries 5 weightage.*

15. Discuss the emerging trends in the hospitality industry.
16. Explain the organizational structure of a standard hotel.
17. Elucidate the classification of F and B outlet.
18. What are the different types of rooms ? Explain.

(2 × 5 = 10 weightage)



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MTM 2C 06—MARKETING FOR TOURISM AND HOSPITALITY

(2019 Admission onwards)

Time : Three Hours

Maximum : 30 Weightage

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**Section A**

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

1. Define Marketing.
2. Explain the characteristics of service marketing.
3. Define market targeting.
4. Define Demand.
5. Differentiate between exchange and transaction.
6. Define distribution mix.
7. What is market positioning ?

(4 × 2 = 8 weightage)

**Turn over**

**Section B**

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

8. What is marketing environment ? How political and legal environment of a country does affects tourism marketing.
9. Describe the reasons for increased popularity of packaging and programs in the tourism industry.
10. Bring out the importance of sales promotion in tourism marketing.
11. Differentiate between product line and product mix.
12. Explain the factors which affecting pricing of tourism products.
13. Explain ethical and social responsibilities of marketers.
14. Explain the importance of publicity in tourism marketing.

(4 × 3 = 12 weightage)

**Section C**

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

15. What is consumer buying behaviour ? Explain the factors affecting consumer buying behaviour ?
16. Explain various marketing philosophies.
17. Explain the importance of people, physical evidence and process as an addition to the elements of service marketing mix.
18. Tourism entrepreneurs nowadays come up with different new products to meet the ever increasing market demands. Explain the need and process of new product development in tourism industry.

(2 × 5 = 10 weightage)