

**SIXTH SEMESTER U.G. DEGREE EXAMINATION, MARCH 2022**

(CBCSS—UG)

B.T.T.M.

TTM 6B 17—MEDICAL AND WELLNESS TOURISM

(2019 Admissions)

Time : Two Hours

Maximum : 60 Marks

**Section A***Answer at least **eight** questions.**Each question carries 3 marks.**All questions can be attended.**Overall Ceiling 24.*

1. Define wellness tourism.
2. What is hospital accreditation ?
3. Mention names of two hospitals receiving maximum number of medical tourists.
4. How do you define health tourism ?
5. Who is a medical tourist ?
6. Write a note about the first medical tourism destination.
7. Differentiate between JCI accreditation and NABH Accreditation.
8. What is M-Visa ?
9. Which are the components of a medical tourism package ?
10. Why do patients search for medical treatment overseas ?
11. What are the most common types of medical tourism procedures ?
12. Write a note on global medical tourism markets.

(8 × 3 = 24 marks)

**Turn over**

**Section B**

*Answer at least five questions.*

*Each question carries 5 marks.*

*All questions can be attended.*

*Overall Ceiling 25.*

13. Elucidate the cost benefit of medical tourism with suitable examples.
14. Narrate the history of health tourism.
15. Which are the positive impacts of medical tourism ?
16. Give an account on global medical tourism scenario.
17. Which are the competitive of advantages of India as a medical tourism destination ?
18. Elucidate the steps taken by Ministry of Tourism to promote Medical Tourism in India.
19. Which are the accreditation bodies in medical tourism ?

(5 × 5 = 25 marks)

**Section C**

*Answer any one question.*

*The question carries 11 marks.*

20. Indian medical tourism Industry is dominated by private sector. Examine the statement.
21. Elucidate the issues and challenges associated with medical tourism.

(1 × 11 = 11 marks)

**SIXTH SEMESTER U.G. DEGREE EXAMINATION, MARCH 2022**

(CBCSS—UG)

B.T.T.M.

TTM 6B 15—EVENT MANAGEMENT AND MICE TOURISM

(2019 Admissions)

Time : Two Hours

Maximum : 60 Marks

**Section A***Answer at least **eight** questions.**Each question carries 3 marks.**All questions can be attended.**Overall Ceiling 24.*

1. What is Trade Show ?
2. Define the term “Theme Parties”.
3. What is a convention ?
4. Define the term Target Audience.
5. Describe task management.
6. List any *one* role of event leadership.
7. Define business tourism.
8. What is event evaluation ?
9. What is incentive travel ?
10. What is MICE Tourism ?
11. Define any *four* seating arrangements in a banquet hall.
12. Expand ICPB.

(8 × 3 = 24 marks)

**Turn over**

**Section B**

*Answer at least **five** questions.*

*Each question carries 5 marks.*

*All questions can be attended.*

*Overall Ceiling 25.*

13. Describe the characteristics of an event.
14. Explain the importance of communication in event management.
15. Discuss major support services of MICE.
16. Describe the job description of an event director.
17. Explain the difference between leisure and business tourism.
18. Explain the role of events in tourism promotion.
19. Discuss about India International Trade fair.

(5 × 5 = 25 marks)

**Section C**

*Answer any **one** question.*

*The question carries 11 marks.*

20. Choose an event of your choice and explain how you will manage event promotion, including social media outreach and email campaigns ?
21. What makes an event successful and how do you measure that success ?

(1 × 11 = 11 marks)

**SIXTH SEMESTER U.G. DEGREE EXAMINATION, MARCH 2022**

(CBCSS-UG)

B.T.T.M.

TTM 6B 14—EMERGING CONCEPTS IN TOURISM

(2019 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

**Section A***Answer atleast ten questions.**Each question carries 3 marks.**All questions can be attended.**Overall ceiling 30.*

1. What is farm tourism ?
2. Who is a backpacker ?
3. Give names of *four* space tourists.
4. What is Abhyangam ?
5. Define medical tourism.
6. Give examples for dark tourism.
7. Who is an ethical tourist ?
8. What do you mean by cyber-tourism ?
9. Give an account on Kayakalpa treatment.
10. What is experiential tourism ?
11. Write a note on tourist police service.
12. What is strategic management in tourism ?
13. What is Marma Chikilsa ?

14. What is acupuncture therapy ?
15. What is the role of UNWTO in tourism promotion ?

(10 × 3 = 30 marks)

### Section B

*Answer atleast **five** questions.*

*Each question carries 6 marks.*

*All questions can be attended.*

*Overall ceiling 30.*

16. Explain the characteristics of rural tourism.
17. Write about any *two* international organizations which promote tourism?
18. What is rejuvenation therapy and how does it work ?
19. What is professionalization ? Why professionalization is -important in tourism ?
20. Discuss the benefits of social tourism.
21. What is benchmarking ? Explain different types of benchmarking in tourism.
22. Write about the push and pull factors of India as a medical tourism destination. Which are the major medical procedures undertaken by medical tourists in India ?
23. Explain economic, social, and environmental dimensions of responsible tourism.

(5 × 6 = 30 marks)

### Section C

*Answer any **two** questions.*

*Each question carries 10 marks.*

24. What is Panchakarma ? Elucidate Panchakarma Therapies.
25. What is responsible tourism ? Explain the activities of Responsible Tourism Mission in Kerala.
26. Explain the various medicinal systems practiced in India.
27. Elaborate the importance of quality in tourism and hospitality. Suggest ways to improve quality of services.

(2 × 10 = 20 marks)

**SIXTH SEMESTER U.G. DEGREE EXAMINATION, MARCH 2022**

(CBCSS—UG)

B.T.T.M.

TTM 6B 13—TOURISM PLANNING AND POLICIES

(2019 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

**Section A***Answer at least ten questions.**Each question carries 3 marks.**All questions can be attended.**Overall Ceiling 30.*

1. Define 'Tourism Destination'.
2. What is a tourism master plan ?
3. Define multiplier effect.
4. How does leakage happen in the economy due to tourism ?
5. What is community-based tourism ?
6. Define 'Destination Image'.
7. What is the primary objective of a tourism policy ?
8. What is environmental auditing ?
9. What do you mean by 'boosterism' ?
10. List out two functions of DMOs.
11. What is ecotourism ?
12. Write a short note on first tourism policy of India.
13. What do you mean by commercialization of a tourism product ?
14. List any two direct economic benefits of tourism.
15. What is demonstration effect ?

(10 × 3 = 30 marks)

**Turn over**

**Section B**

*Answer at least five questions.*

*Each question carries 6 marks.*

*All questions can be attended.*

*Overall Ceiling 30.*

16. Explain various phases in the Butler's Tourism Area Life Cycle.
17. Which are the common characteristics of a tourism destination ?
18. Elucidate the need for tourist destination planning.
19. Which are the major considerations of National Tourism Policy 2002 ?
20. What is carrying capacity ? Explain different types.
21. Identify the positive and negative environmental impacts of tourism.
22. Write a note on Twelfth Five Year Plan (2012-2017) and tourism development in India.
23. Which are the different types of multipliers ?

(5 × 6 = 30 marks)

**Section C**

*Answer any two questions.*

*Each question carries 10 marks.*

24. Which are the principles on which sustainable tourism Planning is built upon ?
25. Elucidate the EIA process.
26. Discuss about the various approaches to tourism planning.
27. Explain the socio - cultural impacts of tourism.

(2 × 10 = 20 marks)



**SIXTH SEMESTER U.G. DEGREE EXAMINATION, MARCH 2022**

(CBCSS—UG)

B.T.T.M.

TTM 6B 12—MARKETING FOR TOURISM AND HOSPITALITY

(2019 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

**Section A***Answer at least ten questions.**Each question carries 3 marks.**All questions can be attended.**Overall Ceiling 30.*

1. What is market targeting ?
2. What do you understand by internal marketing environment ?
3. Give two strategies to build customer loyalty.
4. Who is a wholesaler ?
5. Give a brief account on customer satisfaction.
6. Which are the objectives of advertising ?
7. What do you understand by Brand Equity ?
8. What is green marketing ?
9. Which are the public relation tools used in tourism industry ?
10. Write about the significance of social media marketing.
11. What is a retail cooperative ?
12. Define distribution channel.
13. What is penetration pricing ? Give two examples.
14. What is undifferentiated targeting ?
15. What is Product mix ?

(10 × 3 = 30 marks)

**Turn over**

**Section B**

*Answer at least **five** questions.*

*Each question carries 6 marks.*

*All questions can be attended.*

*Overall Ceiling 30.*

16. Differentiate between PR and Sales Promotion.
17. How will you segment the market for an innovative tourism product ?
18. Give an account on Marketing Communication Tools.
19. Suggest any five pricing strategies suitable for hospitality industry.
20. Discuss about the factors affecting consumer buying decisions.
21. What is branding ? Explain the major benefits of branding a tourism product.
22. What is market positioning ? Explain different types of positioning strategies.
23. Which are the major features of a service ?

(5 × 6 = 30 marks)

**Section C**

*Answer any **two** questions.*

*Each question carries 10 marks.*

24. What is Product Life Cycle ? How is it related to New Product Development ? Explain the process of new product development.
25. What is retailing ? Give an account on retailing types.
26. Elucidate 7 Ps in marketing in relation to tourism industry.
27. Examine the recent trends in marketing.

(2 × 10 = 20 marks)

**SIXTH SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION, MARCH 2022**

B.T.T.M.

Travel and Tourism Management

TTM 6B 15—ENTREPRENEURSHIP DEVELOPMENT

(2014—2018 Admissions)

Time : Three Hours

Maximum : 80 Marks

**Section A***Answer all the questions.**Each question carries 12 marks.*

1. Having less than 50 percent of equity share in an international venture is called \_\_\_\_\_.
2. Expand NABARD.
3. Which is the most important source of idea generation due to their familiarity with the needs of market?
4. According to MSMED Act, 2006, a Micro Enterprise is an enterprise where investment in plant and machinery does not exceed Rs. \_\_\_\_\_ lakhs.
5. EDP stands for \_\_\_\_\_.
6. A women entrepreneur is supposed to have a minimum financial interest in share capital of entrepreneur's enterprise is \_\_\_\_\_.
7. Venture capital is concerned with \_\_\_\_\_.
8. Define joint venture.
9. SBA stands for \_\_\_\_\_.
10. What are the *two* types of entrepreneurship based on ownership?
11. \_\_\_\_\_ is an institution to set-up a network of technical consultancy organizations in the country.
12. Expand MSME.

(12 × ½ = 6 marks)

**Turn over**

**Section B**

*Write short answer to any **ten** questions.*

*Each question carries 2 marks.*

13. What do you mean by corporate venturing ?
14. Who is a Social Entrepreneur ?
15. What do you understand by concept of entrepreneurship ?
16. Who is an intrapreneur ?
17. What do you mean by project life cycle ?
18. What are entrepreneurial development programs ?
19. Define a project manager.
20. Mention any *four* sources for project finance in India.
21. What is Feasibility Analysis ?
22. Who are the angel investors ?
23. What is Venture Capital ?
24. What is industry analysis ?

(10 × 2 = 20 marks)

**Section C**

*Write short essay to any **six** of the following questions.*

*Each question carries 5 marks.*

25. What are the role and function of business incubators ?
26. Describe briefly various determinants of entrepreneurship.
27. Define Micro, Small and Medium Enterprises.
28. What are the functions of Small Industries Development Organisation ?
29. Explain the types and functions of entrepreneurship.
30. What are the institutional support for the entrepreneurs in India ?
31. What is Creative Thinking ? Examine its techniques of Brainstorming and Attribute Analysis.
32. "E-commerce is a win-win situation for both entrepreneur and consumers." Explain.

(6 × 5 = 30 marks)

**Section D**

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

*Each question carries 12 marks.*

33. What are the factors affecting entrepreneurial growth ? Explain in detail.
34. What are the planning commission guidelines for formulating a project ? Prepare a sample project proposal for a new venture.
35. Examine critically the government policies and programs to foster the growth of entrepreneurship. What changes should be made in them?
36. "Self-employment is the best method of solving the problem of growing unemployment in the country." Do you agree ? Suggest a suitable strategy for the identification and development of entrepreneurs.

(2 × 12 = 24 marks)

**SIXTH SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION, MARCH 2022**

B.T.T.M. (Travel and Tourism Management)

TTM 6B 14—INNOVATIVE PRACTICES IN TOURISM

(2014—2018 Admissions)

Time : Three Hours

Maximum : 80 Marks

I. Define the following terms. Each question carries  $\frac{1}{2}$  mark :

- |                     |                     |
|---------------------|---------------------|
| 1 Kalari.           | 2. CRS.             |
| 3 Mobile Tourism.   | 4 Sidha.            |
| 5 Carnival.         | 6 Urban tourism.    |
| 7 Oceanarium.       | 8 Souvenir.         |
| 9 Cosmetic Surgery. | 10 Virtual tourism. |
| 11 Tourist trains.  | 12. Tourist VISA.   |

(12  $\times$   $\frac{1}{2}$  = 6 marks)II. Write short answers to any *ten* questions. Each question carries 2 marks :

- 13 What is Vineyard tourism ?
- 14 What is Agro tourism ?
- 15 What is pro-poor tourism ?
- 16 What is premium cruising ?
- 17 What is Voluntourism ?
- 18 What is competitive advantage for destinations ?
- 19 What is trade fair ?
- 20 State how tourism can contribute to livelihood sustenance ?
- 21 What is community-based ecotourism ?
- 22 Mention how tourism contributes to global warming.

23 What is Sustainable tourism ?

24 What is a capsule hotel ?

(10 × 2 = 20 marks)

III. Write short essays to any *six* questions. Each question carries 5 marks :

25 Explain the role of private sector in responsible tourism.

26 Elucidate the significance of public private partnership in tourism.

27 Discuss the major technological advancements in tourism.

28 Highlight Surajkund Crafts Mela as a cultural tourism attraction.

29 Give an account of the Panchakarma treatment.

30 Discuss the role of government in the promotion of domestic tourism in India.

31 Explain the negative socio-cultural impacts of tourism

32 Present the developments of accessible tourism for tourists with special needs and the differently-abled tourists.

(6 × 5 = 30 marks)

IV. Write an essay to any *two* questions. Each question carries 12 marks :

33 Discuss the avenues of entertainment tourism in India ?

34 Explain the trends in activity -based tourism at the global level.

35 Discuss the challenges of HRD in tourism and allied fields.

36 Analyse the growth of sports and adventure tourism in India.

(2 × 12 = 24 marks)

**SIXTH SEMESTER (CUCBCSS-UG) DEGREE EXAMINATION, MARCH 2022**

B.T.T.M.

Travel and Tourism Management

TTM 6B 13—PRINCIPLES OF MARKETING

(2014—2018 Admissions)

Time : Three Hours

Maximum : 80 Marks

I. Answer *all* questions. Each question carries  $\frac{1}{2}$  mark :

- 1 What is a logo ?
- 2 What is digital marketing ?
- 3 Define a distribution channel.
- 4 What is retail corporate ?
- 5 What is customer satisfaction ?
- 6 What is warranty ?
- 7 Define green marketing.
- 8 What is chain store ?
- 9 What is PR ?
- 10 What is brand equity ?
- 11 What is CRM ?
- 12 Define marketing mix.

(12  $\times$   $\frac{1}{2}$  = 6 marks)II. Write short answers to any *ten* questions. Each question carries 2 marks :

- 13 What is personal selling ? Cite an example.
- 14 What is product labeling ?
- 15 Define market segmentation.
- 16 Differentiate between consumer and customer.

**Turn over**



- 17 What do you mean by hyper market ?
- 18 Define customer loyalty with example.
- 19 Distinguish between quality and quantity.
- 20 What is heterogeneous market ?
- 21 What is retail vending machine ?
- 22 What do you mean by advertisement ?
- 23 What is pricing ?
- 24 Define niche marketing.

(10 × 2 = 20 marks)

III. Write short essays to any *six* questions. Each question carries 5 marks :

- 25 Discuss various approaches to pricing.
- 26 How do services differ from goods ? Explain.
- 27 What are the important product positioning strategies ?
- 28 Describe the steps in new product development.
- 29 What are the factors influencing pricing decision of a product ?
- 30 Discuss product life cycle stages.
- 31 Explain product mix strategies with an example.
- 32 Discuss the important distribution channel selection criteria for tourism industry

(6 × 5 = 30 marks)

IV. Write essays to any *two* questions. Each question carries 12 marks :

- 33 Discuss the process and bases of market segmentation.
- 34 Describe 7Ps of marketing mix in service industry.
- 35 Discuss the price mix strategies of marketing with examples.
- 36 What are the new trends in marketing ? Explain in detail.

(2 × 12 = 24 marks)

**SIXTH SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION  
MARCH 2022**

B.T.T.M. (Travel and Tourism Management)

TTM 6B 12—TRAVEL AGENCY AND TOUR OPERATION MANAGEMENT

(2014 to 2018 Admissions)

Time : Three Hours

Maximum : 80 Marks

**Section A**

*Answer all questions*

*Each question carries ½ mark.*

1. Expand AAI ?
2. MICE stand for ?
3. Expand IRCTC ?
4. What is PTA stands for ?
5. Who is the CEO of Kuoni ?
6. Expand TAAI.
7. Where is Gateway of India located ?
8. Write the IATA three letter code of Calicut International Airport ?
9. Expand KTM.
10. FERA stands for ?
11. Expand DTPC ?
12. Name any *two* Cruise lines in the world ?

(12 × ½ = 6 marks)

**Section B**

*Write short answers on any **ten** questions*

*Each question carries 2 marks.*

13. Define Tour brochure ?
14. Write a note on Tourist visa.
15. What is fly drive packages ?
16. What you mean by Campsite holidays ?

**Turn over**

17. Define Business traveller.
18. What is FEMA ?
19. What is Red channel ?
20. What is Car rental ?
21. What is meant by Space Tourism ?
22. What is Boarding Pass ?
23. What is GDS ?
24. Write a note on ICPB ?

(10 × 2 = 20 marks)

### Section C

*Write short essays on any **five** of the following questions*

*Each question carries 6 marks.*

25. Explain the roles and responsibilities of a tour guide.
26. Write a note on functions of travel agents.
27. What are the different types of holiday packages ?
28. Explain the various elements of tour cost.
29. Briefly explain the various skills required for a successful tour guide.
30. Write a note on various types of tour operators.
31. Explain the linkages of travel agencies with other service providers.
32. Write a note on various departments of a travel agency.

(5 × 6 = 30 marks)

### Section D

*Write essays on any **two** of the following questions.*

*Each question carries 12 marks.*

33. Explain the marketing strategies of tour operation business.
34. Write an essay on transportation networks in the world.
35. Explain the various elements involved in tour operation process.
36. “Best tour guides are an eclectic composite of positive personality traits”—Comment.

(2 × 12 = 24 marks)