

FIRST SEMESTER B.T.H.M. DEGREE EXAMINATION, NOVEMBER 2019

(CUCBCSS—UG)

B.T.H.M.

BTH 1C 01—MARKETING MANAGEMENT

(2014 Admissions)

Time : Three Hours

Maximum : 80 Marks

I. Fill in the blanks. Each question carries 1 marks :

1 The marketing plan provides both _____.

- (a) The vision and the cost. (b) The vision and the direction.
(c) The vision and control. (d) The vision and the post.

2. Stage of PLC _____.

- (a) Introduction. (b) Decline.
(c) Growth. (d) All of the above.

3. Which of the following 4Ps of marketing mix involves decisions regarding channels coverage, assortment, locations, inventories or transports _____ ?

- (a) Product (b) Price
(c) Place (d) Promotion.

4. How many stages are involved in the consumer buying/adoption process ?

- (a) Six. (b) Seven.
(c) Three. (d) Five.

5. Which of the following is NOT a part of marketing communication mix ?

- (a) Telemarketing. (b) Public relations.
(c) Sales promotion. (d) Advertising.

II. Fill in the blanks. Each question carries 1 marks :

6 A fundamental part of the distribution function is to get the product _____.

- (a) To the right place at the right time.
(b) Launched into new markets.
(c) To intermediaries.
(d) To market to avoid channel conflict.

- 7 The skimming, penetration, bargaining and bundling are decided in the _____ of the marketing mix strategy :
- (a) Price decisions. (b) Place decisions.
(c) Product decision. (d) Promotion decisions.
- 8 Which one of the following factor relates to family that influences consumer behaviour ?
- (a) Cultural. (b) Social.
(c) Personal. (d) Business.
- 9 "Buy it now" refers to which one of the following options ?
- (a) Personal selling. (b) Advertising.
(c) Sales promotion. (d) Publicity.
- 10 Atleast how many parties should be included in "exchange" ?
- (a) Two. (b) Three.
(c) Four. (d) Five.

(10 × 1 = 10 marks)

III. Write any *eight* short answer questions in 2 or 3 sentences. Each question carries 2 marks :

- 11 What is marketing ?
- 12 What is consumer buying ?
- 13 Define product.
- 14 What is price of product ?
- 15 Define new product development.
- 16 Define buying behaviour.
- 17 What is crisis management ?
- 18 Define level of channels.
- 19 What is advertising ?
- 20 What is green marketing ?

(8 × 2 = 16 marks)

IV. Write any *six* short essay questions in 150-200 words. Each question carries 4 marks :

- 21 Explain any *six* facilitating functions of Marketing.
- 22 What is marketing mix ? Explain different elements (or components) of marketing mix.
- 23 Explain the various Channels of distribution.
- 24 Write in detail about new product development strategy.
- 25 Discuss about the factors affecting pricing.
- 26 Explain the advertising methods.
- 27 Explain the importance of service marketing

(6 × 4 = 24 marks)

V. Write any *two* essays in 600 to 800 words. Each question carries 15 marks :

- 28 Explain the detail about the main aspects of marketing mix.
- 29 Explain the best tour operators in India.
- 30 Explain the role of marketing in Indian economy.

(2 × 15 = 30 marks)

**FIRST SEMESTER (CBCSS—UG) DEGREE EXAMINATION
NOVEMBER 2021**

B.T.H.M.

BTH 1C 01—MARKETING MANAGEMENT

(2019—2020 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

Section A

*Short answer type questions
Each question carries 2 marks.*

1. What is One-to-one marketing ?
2. What is Demand ?
3. What is an Advertising Agency ?
4. What is Surrogate Selling ?
5. What is Perishability in services ?
6. What is Brand Positioning ?
7. Define Global Marketing.
8. Define MIS.
9. What is brand image ?
10. What is Consumer Advertising ?
11. What is Elimination of middlemen ?
12. Who is a Commission Agent ?
13. What is Gap Analysis ?
14. What are the Types of Tour Operators ?
15. What is Tourist itinerary ?

(Ceiling 25)

Turn over

Section B

*Paragraph type questions.
Each question carries 5 marks.*

16. What is nature of marketing ?
17. What are the types of product differentiation ?
18. What is 4 P of Marketing ?
19. State the Objectives of a new product.
20. Write not about Product Bundle Pricing ?
21. What are the Functions of retailers ?
22. What are the components of promotion mix ?
23. State the importance of personal selling ?

(Ceiling 35)

Section C

*Answer any two essay questions.
Each question carries 10 marks.*

24. How Product life cycle act as a guideline for Marketing strategy ?
25. Explain about any five different types of pricing strategy.
26. What are the 7 P's of Services Marketing ?
27. What are the steps are involved in new product development process ?

(Ceiling 20)

FIRST SEMESTER (CBCSS-UG) DEGREE EXAMINATION, NOVEMBER 2021

B.T.H.M.

BTH 1B 02—FRONT OFFICE OPERATION THEORY

(2019—2020 Admissions)

Time : Two Hours

Maximum : 60 Marks

Section A (Short Answer Type Question)

Each carries 2 marks (ceiling 20)

1. What is the briefing ?
2. Define concierge.
3. What is pre-arrival ?
4. What is late check out ?
5. Define under booking.
6. Which are the different mode of reservation ?
7. What is transposition error ?
8. What is non-guest account ?
9. What is emergency key ?
10. As a front office staff, what are the possible complaints that can be foreseen at the time of check out.
11. What is the difference between an emergency key and floor key ?
12. What is PBX ?

(Ceiling 20)

Section B (Paragraph Type Question)

Each carries 5 marks (ceiling 30).

13. What are the attributes of front office personal ?
14. Write the important function of front office.

Turn over

15. Write the duties and responsibilities of lobby manager.
16. What are the various functions performed by the information desk ?
17. Write a note on receiving guest on arrival.
18. Write a note on different types of guest complaints.
19. Explain different type of reservations.

(Ceiling 30)

Section C

Each carries 10 marks. (1 out of 2)

20. How to Process Credit Card Payments at Hotels.
21. Explain the procedure for mail handling at front office.

(1 × 10 = 10 marks)

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FIRST SEMESTER (CBCSS—UG) DEGREE EXAMINATION
NOVEMBER 2021

B.T.H.M.

BTH 1B 01—FUNDAMENTALS OF TOURISM AND HOSPITALITY

(2019—2020 Admissions)

Time : Two Hours

Maximum : 60 Marks

Part A

Maximum ceiling from this section is 20 marks.

Choose the right answer from the following. Each question carries 2 marks :

1. _____ is the example of Intangible Products of Tourism.
 - a) Bookings.
 - b) Food.
 - c) Hospital.
 - d) Room.
2. _____ is the concept emphasizes on public participation. It does deal with the study of carrying capacity of the earth.
 - a) Sustainable Tourism.
 - b) Health Tourism.
 - c) Historical Tourism.
 - d) Adventure tourism.
3. _____ is a cultural tour of Europe formerly undertaken, especially in the 18th century, by a young man of the upper classes as a part of his education.
 - a) Cultural tour.
 - b) Study tour.
 - c) Grand tour.
 - d) Edutour.
4. Eco Tourism is a _____ tourism
 - a) Enjoying tourism.
 - b) Pleasure tourism.
 - c) Relaxing Tourism.
 - d) Responsible Tourism.
5. _____ is an example for a Pilgrimage tourism destination.
 - a) Moscow.
 - b) London.
 - c) Dubai.
 - d) Jerusalem.

Turn over

Give the correct answer for the following :

6. What are Mid range hotels ?
7. Define Atrium concept.
8. Define Internal tourism ?
9. Define Excursionist.
10. Expand UN WTO, PATA.
11. What is travel agency ?
12. Define mass tourism.

Part B

Write a short note on the following.

Each question carries 5 marks.

Maximum ceiling from this section is 30 marks.

13. What are the different forms of tourism ?
14. What is the role of front office associate ?
15. What are the responsibilities of tour operator.
16. Explain the role of UN WTO in promoting tourism ?
17. Write in detail the functions of Travel Agency.
18. What are the classifications of tourists ?
19. What is the role of state government in tourism development ?

Part C

Write an essay on the following.

Each question carries 10 marks.

Maximum ceiling from this section is 10 marks (1 out of 2).

20. Briefly explain the evolution of tourism.
21. Explain in detail any two hospitality organisations.

**FIRST SEMESTER (CBCSS—UG) DEGREE EXAMINATION
NOVEMBER 2021**

B.T.H.M.

BTH 1C 01—MARKETING MANAGEMENT

(2021 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

Section A (Short Answer Type Questions)

Answer at least ten questions.

Each question carries 3 marks.

All questions can be attended.

Overall Ceiling 30.

1. Name some Marketing Myths ?
2. State the Meaning of Marketing ?
3. Why do we need MIS ?
4. Define Post-Purchase Evaluation ?
5. Why is Market Segmentation important for Marketers ?
6. What do you mean by Behavioral Segmentation ?
7. Define Brand Concept ?
8. Give the Meaning of Premium Pricing ?
9. Derive the term Brand Image ?
10. What is One Level Channel ?
11. Give few Examples of the term "Promotion" in marketing mix ?
12. State the meaning of Accumulation in Distribution Channels ?
13. What do you mean by Inseparability in Service Marketing ?
14. Name some Examples of Relationship Marketing ?
15. Give some Marketing Tools for Tour Operators ?

(10 × 3 = 30 marks)

Turn over

Section B (Paragraph Type Questions)

Answer at least five questions.

Each question carries 6 marks.

All questions can be attended.

Overall Ceiling 30.

16. Write short notes about Management information system ?
17. Explain about the Basis of Market Segmentation ?
18. Describe the following in Consumer Buying Process :
 - (i) Evaluation of Alternatives ; and (ii) Purchase decision ?
19. Brief out the following in Components of the Marketing Mix ?
 - (i) Price ; and (ii) Product ?
20. Point out the External Factors that affecting Pricing ?
21. Elaborate the Crisis Management ?
22. List out the Advantages and Disadvantages of Promotional Mix in Public Relations ?
23. Give a short note about the Meaning of Green Marketing ?

(5 × 6 = 30 marks)

Section C (Essay Questions)

Answer any two questions.

Each question carries 10 marks.

24. Explain Briefly about the Importance of Marketing ?
25. Write brief notes on Factors that affect the Consumer Buying Behaviour ?
26. Elucidate in detail about Product Life Cycle ?
27. Bring out the 7P'S of Service Marketing Mix ?

(2 × 10 = 20 marks)

**FIRST SEMESTER (CBCSS—UG) DEGREE EXAMINATION
NOVEMBER 2021**

B.T.H.M.

BTH 1B 02—FRONT OFFICE OPERATION THEORY

(2021 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 Bell Desk ?
2. Define Receptionist.
3. Expand GRE.
4. State the Role of Internet in Reservation.
5. Expand CRS.
6. Give the examples of VIP Guest.
7. Derive the Meaning of Lay over Passengers.
8. What do you mean by Grand Master Key ?
9. State the Meaning of Foreigners.
10. Define Travel Agent Vouchers.
11. Expand EPABX.
12. How to handle the Unusual Event of Accident happens ?

(8 × 3 = 24 marks)

Turn over

Section B (Paragraph Type Questions)

Answer at least five questions.

Each question carries 5 marks.

All questions can be attended.

Overall Ceiling 25.

13. Explain the term Guest Cycle in Front Office.
14. Point out the Duties and Responsibilities of Front office manager.
15. List out the Modes of Reservations.
16. Write notes on Housekeeping Occupancy Report.
17. Elaborate the Functions and Operations of Room Rack.
18. Describe the Procedures of Guest departure.
19. Classify the Functions of Lobby Manager.

(5 × 5 = 25 marks)

Section C (Essay Type)

Answer any one question.

The question carries 11 marks.

20. Briefly explain the Front Office Organisation and its Functions.
21. Write brief notes on dealing with Walk-In guest with Scanty Baggage.

(1 × 11 = 11 marks)

**FIRST SEMESTER (CBCSS-UG) DEGREE EXAMINATION
NOVEMBER 2021**

B.T.H.M.

BTH1B01—FUNDAMENTALS OF TOURISM AND HOSPITALITY

(2021 Admissions)

Time : Two Hours

Maximum : 60 Marks

Section A

Answer atleast eight questions.

Each question carries 3 marks.

All questions can be attended.

Overall ceiling 24.

1. The word 'tour' is derived from the Latin word _____ meaning a tool for making a circle.
(a) Torunus. (b) Toornus.
(c) Tornus. (d) Turnos.
2. _____ hotel should at least 25 lettable rooms with attached bathrooms.
(a) 2 Star. (b) 4 Star.
(c) 3 Star. (d) 5 Star.
3. The term temporary visitor to a place is called _____.
(a) Excursionist. (b) Visitor.
(c) Traveller. (d) Tourist.
4. The KTDC is headquartered at _____.
(a) Thiruvananthapuram. (b) Thiruchoor.
(c) Kovalam. (d) Travancore.
5. It held its first convention in _____ in Berlin, Germany.
(a) 1913. (b) 1903.
(c) 1923. (d) 1933.

Turn over

Give the correct answers for the following :

6. What do you mean by Colonial Era ?
7. Define Medium Hotel with two examples.
8. What is Duplex Room ?
9. State the meaning of Traveller.
10. Define Cultural Motivators.
11. What are the four types of PATA Membership ?
12. Define the Objectives of UFTTA.

(8 × 3 = 24 marks)

Section B

Answer atleast five questions.

Each question carries 5 marks.

All questions can be attended.

Overall ceiling 25.

13. Bring out the Current Industry Scenario of Tourism in India.
14. Describe the Classification of Hotel on the Basis of Location.
15. Explain the following : (a) Adjacent Room ; (b) King Room ; and (c) Semi-Resident hotels.
16. Write short notes on Elements of tourism.
17. Elaborate the term NTO with examples.
18. Classify the ways to Stay Motivated to Travel.
19. What do you mean by IHRA ? Explain.

(5 × 5 = 25 marks)

Section C

Answer any one question.

Each question carries 11 marks.

20. Elucidate the Organizational Chart of Front Office Department.
21. Explain briefly about IATA.

(1 × 11 = 11 marks)

**FIRST SEMESTER (CBCSS-UG) DEGREE EXAMINATION
NOVEMBER 2021**

French (B.H.A./B.T.H.M.)

FRE 1A 07 (3)—COMMUNICATIVE SKILLS IN FRENCH

(2019—2020 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

Directions : *There are 3 sections in this Question paper. The students can answer all the questions in Sections A and B, but there is ceiling of marks in each section. There is no ceiling in Section C.*

Section A

Answer the following.

(2 marks each, $15 \times 2 = 30$ with a ceiling of 25 marks)

1. Choisissez la meilleure réponse :
 - a) Le Rover est un vin _____. (léger / fort)
 - b) La glace est _____. (un plat principal / un dessert)
2. Dites VRAI ou FAUX :
 - a) Les Français peuvent être considérés comme des gastronomes nés.
 - b) Les prix affichés ne comprennent pas les taxes.
3. Remplissez avec « un, une, des » :
 - a) Ce sont _____ chambres supérieures.
 - b) C'est _____ chambre double.
4. Choisissez la meilleure réponse :
 - a) Pour saluer quelqu'un le matin on dit _____. (Bonjour/ Bonsoir).
 - b) Quand on part on dit _____. (Au revoir / Voila)
5. Remplissez :
 - a) huit, neuf, dix, _____.
 - b) cinquante, quarante, _____, vingt.

6. Complétez les phrases suivantes :
- Est-ce que je peux voir _____ passeport ?
 - J'appelle un porteur pour _____ valises.
7. Dites VRAI ou FAUX :
- Charles est le nom le plus répandu en France.
 - En France, les hôtels sont classés en 6 catégories.
8. Choisissez *ce, cet, cette, ces* :
- _____ étudiant.
 - _____ desserts.
9. Traduisez en français les phrases suivantes :
- I want a double room.
 - You are welcome!
10. Choisissez la phrase correcte :
- Excusez! / Excusez-moi!
 - Quel est le taux d'une chambre ? / Quel est le prix d'une chambre ?
11. Choisissez la meilleure réponse :
- On prend le déjeuner _____. (le midi / le matin).
 - Pour combien _____. (des / de) jours vous voulez rester ici ?
12. Conjuguez le verbe « prendre » au présent de l'indicatif :
13. Répondez aux questions suivantes :
- Comment vous appelez-vous ?
 - Quel âge avez-vous ?
14. Reconstituez les phrases :
- est / chambre / faite / votre.
 - une / j' / réservation / une.

15. Mettez au singulier :

- a) Elles viennent de Chennai.
- b) Nous voulons des chambres.

Section B

(5 marks each, 8 × 5 = 40 with a ceiling of 35 marks)

16. Ecrivez en toutes lettres :

- a) 5.
- b) 15.
- c) 50.
- d) 51.
- e) 55.

17. Complétez les phrases :

- a) Nous _____ dans la chambre (dîner, futur proche)
- b) Le restaurant _____ seulement à neuf heures (ouvrir, présent)
- c) Nous _____ des north indian thalis (choisir, passé composé)
- d) Je _____ à l'hôtel à dix heures (être, futur).
- e) Vous _____ une réduction (faire, présent).

18. Complétez les phrases en mettant les verbes *être* et *s'appeler* à la forme qui convient

- a) Nous _____ végétariens.
- b) Ils _____ Chatterjee.
- c) Je _____ M. Aggarwal.
- d) Tu _____ Comment.
- e) Est-ce que vous _____ professeur.

19. Choisissez les mots en italique qui conviennent :

- a) Au revoir et *bonjour / bonne journée*, madame.
- b) *Comment / Combien* est-ce que vous voulez régler ?
- c) Vous pouvez régler *par / en* carte.
- d) Voilà votre *change / monnaie*.
- e) Nous faisons 10 % de réduction *avec / sur* les robes.

