

Reg. No. :

D 2136

Q.P. Code : [07 DMB-TH 23]

(For the candidates admitted from 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2009.

Second Year

Tourism and Hotel Management

TOURISM PLANNING AND MARKETING

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

1. Discuss the role of multinational and local tourism organisations in carrying out tourism policies.
2. Explain the features of National Tourism Policy 1982 and 2002. What are the policy measures relevant to foreign visitors?
3. What are the investment opportunities for multinational companies in tourism industry? Bring out the government policy for investment in tourism industry.

4. Describe the meaning and concepts of tourism planning. What are the levels in tourism planning?

5. List and explain the role of public and private sectors in tourism development in India.

6. List out some important international agreements on tourism. Also explain the outcomes of those agreements.

7. What are the service characteristics of tourism? Explain the unique features tourism demand and tourism product.

8. Illustrate with suitable examples of marketing mix for hotel industry.

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Tourism and Hotel Management

SERVICES MARKETING

Time : Three hours

Maximum : 100 marks

FIVE out of EIGHT questions to be answered.

(5 × 20 = 100)

1. What are the key drivers for increasing globalization of services?
(a) An airline and
(b) A hotel with five star status.
2. Why should service marketers be concerned with new development in mobile communications?
3. Choose a service company with which you are familiar and show how each of the seven elements (7Ps) of integrated service management applies.

4. Narrate the paradigms shifts in services marketing sector.
5. What are the potential consumer responses to complex pricing schedules? How can we improve the perceived fairness of pricing schedules, and what are the implications of these recommendations?
6. What are the key decisions in global marketing of services scenario.
7. Identify the factors needed to make service teams successful in
(a) An airline and
(b) A hotel with five star status.
8. Enumerate the Role of Technology in service marketing with examples.

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Second Year

Tourism And Hotel Management

INTERNATIONAL HOSPITALITY LAW

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

1. (a) What are the basic principles Governing hospital operation?
(b) Explain the various laws that Govern the hotelkeeper.
2. Explain the rights and duties of a hotel related to guest in a hotel.
3. (a) How should a hotel treat the international guest?
(b) What is compensation? What are the methods of fixing compensation.
4. (a) What are the laws relating to the property of a guest?
(b) What are the methods of attracting customers to a hotel?
5. Write notes on the following:
 - (a) Customer register.
 - (b) Food and Beverage.
 - (c) Guest.
 - (d) Working Hours.
 - (e) Tariff Brochure.
6. (a) Explain in Detail Frauds Committed against Hotels.
(b) Explain the various registers to maintained in a hotel.
7. How does the Consumer Protection Laws affect the hotels?
8. What is Law of Contracts? How it govern a hotelkeeper.

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M.B.A. DEGREE EXAMINATION, DECEMBER 2009.

Second Year

Tourism and Hotel Management

INTERNATIONAL TOURISM MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

(5 × 20 = 100)

1. Discuss the challenges in Global and Regional tourism movement.
2. (a) What are the barriers to travel? How can it be eliminated?
(b) Explain the Political aspects of the International Travel.
3. Explain the various measures to be taken by the government tourism industry.
4. What are the International rules and regulations? What are its impact?
5. Write notes on the following:
 - (a) Political Risk
 - (b) Cultural diversity
 - (c) Marketing strategy
 - (d) Automation
 - (e) Environment.
6. What are the methods of travel distribution systems in both regional and global level?
7. What are the changes that can implemented with Technology and Automation in Tourism industry?
8. Discuss the emergence of International Hotels and Tourisms.

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D 2140

Q.P. Code : [07 DMBTH 271]

(For the candidates admitted 2007 onwards)

M.B.A. DEGREE EXAMINATION, DECEMBER 2009.

Second Year

TOURISM BUSINESS ENVIRONMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

1. What is the history of Tourism both at International and National scenario?
2. What are the recent trends in organisation of both National and International promotion of tourism?
3. Discuss in detail the National Action Plan 1992.
4. Explain the Impact of tourism reference to various environmental factors.
5. Write notes on the following:
 - (a) AI
 - (b) WTO
 - (c) IATO
 - (d) Adventure Tourism.

6. Explain the role of various organisation in promoting tourism.

7. How will tourism industry contribute to the economic development of nation?

8. Trace the growth and development of Tourism in India.

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Second year

Tourism and Hotel Management

TOURISM PRODUCTS

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

(5 × 20 = 100)

1. What is Historical Monuments? Explain its impact in tourism.
2. Discuss in detail the Socio Cultural resources of a nation.
3. Explain the major festival of India? How does it help the tourism industry?
4. Write the various forms of Indian Folk Dances.

5. Write notes on the following :

- (a) Handloom fairs
 - (b) Desert Festival
 - (c) Medieval
 - (d) Tour Brochure
 - (e) Handicrafts.
6. What are the characteristics of services and their marketing implications in the field of tourism?
 7. Explain the tourist resource potential in mountain with special reference himalays and desert areas.
 8. What are the salient features and components of Tourism industry?
