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Name.....*Naveen KS*.....Reg. No.....*TEAWATTR 09*.....

**FIFTH SEMESTER (CBCSS—UG) DEGREE EXAMINATION
NOVEMBER 2024**

Travel and Tourism Management

TTM 5B 07—TRAVEL AGENCY AND TOUR OPERATIONS MANAGEMENT

(2019 Admission onwards)

Time : Two Hours and a Half

Maximum : 80 Marks

Section A

Answer all questions.

Each question carries 2 marks.

Short answer type, not to exceed 50 words each.

1. What is BSP ?
2. What do you mean by Online Travel Agency ?
3. What are the distribution channels in tourism ?
4. Write about the first travel company in modern history.
5. Explain outbound tour operators.
6. Define Inclusive Tour package.
7. Elucidate the meaning of marketing mix.
8. Note down the importance of Geographic segmentation.
9. Write about the significance of Brand image in tourism marketing.
10. List out and explain the types of Passport in India.
11. Who is known as a Tour Guide ?
12. What are the roles of tour operators ?
13. Write down the functions of travel intermediaries.
14. What is a Boarding pass ?
15. Who are the main channels of distribution in the tourism industry ?

(Ceiling - 30 Marks)

Turn over

Section B

Answer six questions.

Each question carries 5 marks.

Paragraph / Problem type, not to exceed 100 words each

16. Summarize the important responsibilities of a large travel agent.
17. Explain in brief on Billing and settlement Plan and its benefits.
18. Differentiate between a Travel agent and tour operators.
19. What are the different cost components of a tour package ?
20. Define brochure and explain in detail on the qualities of a good brochure.
21. Explain target marketing and note down its importance in the development of tourism Industry.
22. Describe the tour itinerary concept. Discuss various types of itineraries.
23. Highlight the key Responsibilities of a Tour Guide.

(Ceiling - 30 marks)

Section C

Answer any two questions.

Each question carries 10 marks.

Essay type, not to exceed 500 words.

24. Explain in detail on the operational departments of Travel agency.
25. Discuss in detail on the factors influencing the design of the tour package.
26. Explain in detail on the criterion for starting travel agency or tour operation unit.
27. What are the significant challenges facing the travel agency faces to run the business? Suggest some measures to manage them.

(2 × 10 = 20 marks)

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Name.....Naren.....Reg. No.....TPAWATRO9**FIFTH SEMESTER (CBCSS-UG) DEGREE EXAMINATION, NOVEMBER 2024**

Travel and Tourism Management

TTM 5B 08—ACCOMMODATION OPERATION

(2019 Admission onwards)

Time : Two Hours and a Half

Maximum : 80 Marks

Section A*Answer all questions.**Each question carries 2 marks.**(Short answer type, not to exceed 50 words each).*

- ~~1.~~ Define Front Office.
2. What is Adding Value.
- ~~3.~~ Define Accommodation.
- ~~4.~~ Explain Check-in and Check-out.
- ~~5.~~ Define the role of House Keeping Desk Department.
- ~~6.~~ Define Concierge desk.
7. What is Scanty Baggage ?
8. What is Bell Captain ?
- ~~9.~~ Define the role of Front Office Assistant.
10. Define the term Guest Cycle.
- ~~11.~~ What is mean by Pest Control ?
- ~~12.~~ Define Cost Control.
- ~~13.~~ What is Floor Plan ?
- ~~14.~~ Explain the types of Accommodation.
- ~~15.~~ Define the term Linen.

(15 × 2 = 30 marks)

Turn over

Section B

Answer any six questions.

Each question carries 5 marks.

(Paragraph / problem type, not to exceed 100 words each).

16. Write a note on Schedules for cleaning.
17. Define how Hotels can be classified.
18. Which are the departments that Housekeeping has to co-ordinate in a hotel ?
- ~~19.~~ List out the duties of Guest Room Attendant.
- ~~20.~~ Discuss the various functions of House Keeping Department in a 5-star hotel.
21. Write about the role played by Concierge in a Hotel.
- ~~22.~~ What is the role of front office assistant ?
- ~~23.~~ Discuss briefly various systems of reservation used by hotel.

(6 × 5 = 30 marks)

Section C

Answer any two questions.

Each question carries 10 marks.

(Essay type, not to exceed 500 words)

- ~~24.~~ Discuss briefly various systems of reservation used by hotel.
25. Define types of cleaning.
- ~~26.~~ Explain cleaning procedure used in housekeeping department.
27. Briefly explain the Group Reservation procedure.

(2 × 10 = 20 marks)

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Name...Naveen K.S.

Reg. No...TEAWATTRO9

FIFTH SEMESTER (CBCSS-UG) DEGREE EXAMINATION, NOVEMBER 2024

Travel and Tourism Management

TTM 5B 09—TOURISM RESEARCH METHODOLOGY

(2019 Admission onwards)

Time : Two Hours and a Half

Maximum : 80 Marks

Section A

Answer all the questions.

Each question carries 2 marks.

Short answer type, not to exceed 50 words each.

1. What is quantitative research ?
2. What is a variable in research ?
3. Define population
4. List down any four probability sampling methods.
5. Who is an interviewee ?
6. What is inductive research ?
7. Differentiate between citation and referencing.
8. What is null hypothesis ? Give example.
9. Explain sampling error
10. What is participant observation ?
11. What is a field note ?
12. What is case study method of ?
13. What is primary data ?
14. What is Simulation ?
15. What is Pilot study ?

(15 × 2 = 30 marks)

Turn over

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Section B

*Answer any **six** questions.*

Each question carries 5 marks.

Paragraph / Problem type, not to exceed 100 words each.

16. Explain the methods of identifying research gaps.
- ~~17.~~ What are the criteria of a good research ?
18. Explain Exploratory and Explanatory research with examples.
19. Explain the stages of research planning process.
- ~~20.~~ Explain the various types of research.
21. What are the advantages and disadvantages of conducting personal interview ?
22. Write in brief about the tools used for data collection.
23. Give an outline of the contents of research report.

(6 × 5 = 30 marks)

Section C

Answer any two questions.

Each question carries 10 marks.

Essay type, not to exceed 500 words.

24. Write in detail the steps of research process with relevant examples
25. Describe the sampling techniques used in tourism research
26. Give an overview of the various methods of data collection
- ~~27.~~ Discuss the importance of having hypothesis in research. Explain the characteristics, types and sources of hypothesis.

(2 × 10 = 20 marks)

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Name... Naveen K.S.Reg. No... TRAWA ITR 09**FIFTH SEMESTER (CBCSS-UG) DEGREE EXAMINATION, NOVEMBER 2024**

Travel and Tourism Management

TTM 5B 10—AIRLINE AND CARGO MANAGEMENT

(2019 Admission onwards)

Time : Two Hours and a Half

Maximum : 80 Marks

Section A*Answer all questions.**Each question carries 2 marks.**Short answer type, not to exceed 50 words each.*

1. What do you mean by PAT?
2. Define ULD.
3. Explain Miscellaneous Charges Order.
4. Differentiate between CT and RT journeys with suitable examples.
5. What is aircraft routing?
6. Differentiate between Conjunction tickets and Open tickets.
7. What are airline networks?
8. What are the types of rates in cargo transportation?
9. What are APEX fares?
10. Mention any four duties of cabin crew.
11. Write about the airway bill preparation.
12. Explain the types of airlines.
13. What do you mean by an unaccompanied minor?
14. List out any four types of airfares.
15. Differentiate between EH and WH global indicators.

(Ceiling 30 marks)

Turn over

Section B

Answer six questions.

Each question carries 5 marks.

Paragraph / Problem type, not to exceed 100 words each.

16. Describe the concept of International Sale Indicators in detail.
17. Discuss the various types of fares in detail.
18. Explain the business strategies of Low Cost Carriers.
19. Illustrate the various types of journeys with examples.
20. Write a note on OAG and its features.
21. Evaluate the marketing mix in airlines with examples.
22. Write a note on the various types of cargo.
23. Discuss the major characteristics of airline industry in detail.

(Ceiling 30 marks)

Section C

Answer any two questions.

Each question carries 10 marks.

Essay type, not to exceed 500 words each.

24. Explain the fare formula and the basic steps using mileage system.
25. Write a note on the type of passengers who require special handling in an airline journey.
26. Discuss the Global Indicators with suitable examples.
27. Explain in detail about the classes of service available in an airline.

(2 × 10 = 20 marks)

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Name... NUREN KS.....
Reg. No... TFPWA7TR09.....**FIFTH SEMESTER (CBCSS-UG) DEGREE EXAMINATION, NOVEMBER 2024**

Travel and Tourism Management

TTM 5B 11—PRINCIPLES AND PRACTICES OF MANAGEMENT

(2019 Admission onwards)

Time : Two Hours and a Half

Maximum : 80 Marks

Section A*Answer all questions.**Each question carries 2 marks.**Short answer type, not to exceed 50 words each.*

1. What do you mean by compensation ?
2. List the nature of planning.
3. Distinguish between delegation and decentralization.
4. Write about employee transfer.
5. Write a brief note on functional strategy.
6. What is the role of motivation while directing ?
7. Write about the scope of departmentation.
8. What do you mean by contingency theory in management ?
9. Differentiate between recruitment and selection.
10. Write a note on policies.
11. List the process of control.
12. Define span of management.
13. What is the need for decision making ?
14. Write a short note on leadership.
15. Identify the responsibilities of managers.

(15 × 2 = 30 marks)

Turn over

Section B

*Answer six questions.
Each question carries 5 marks.*

16. Write about nature and purpose of organizing.
17. Discuss about Fayol's principles of management.
18. Brief about performance appraisal.
19. Discuss the disadvantages of line and staff conflicts.
20. Bring out the steps in decision making process.
21. Throw light on the importance of MBO.
22. Distinguish between internal and external sources of recruitment.
23. Brief about the problems in human relationship under directing.

(6 × 5 = 30 marks)

Section C

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

24. Elaborate on the concept, nature and importance of objectives.
25. Discuss in detail about the types of strategies formulated in different levels of management in business organisations.
26. Elucidate on the bases of delegation and the methods of decentralization.
27. Write an essay on HR planning and its process.

(2 × 10 = 20 marks)