

**FIRST SEMESTER M.T.T.M. DEGREE (REGULAR/SUPPLEMENTARY)
EXAMINATION, NOVEMBER 2021**

(CBCSS)

M.T.T.M.

MTM 1C 05—MANAGEMENT SKILLS

(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. Define Departmentation.
2. Define Delegation of Authority.
3. Define span of management.
4. Define MBO.
5. What is meant by 'equity' as a management principle ?
6. Differentiate policies and strategies.
7. Differentiate line managers with staff managers.

(4 × 2 = 8 weightage)

Section B

*Answer any four questions.
Each question carries 3 weightage.*

8. Discuss the process of planning.
9. Explain the steps in decision-making.

Turn over

10. Discuss reasons for line staff conflicts:
11. Explain types of policies.
12. Explain any three theories of leadership.
13. Explain the process of controlling.
14. Explain different kind of decision.

(4 × 3 = 12 weightage)

Section C

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

15. Discuss various theories of motivation.
16. Explain Henry Fayol's 14 principles of management.
17. Discuss the factors affecting span of management.
18. Explain the process and barriers of communication.

(2 × 5 = 10 weightage)

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MTM 1C 04—TRAVEL AND TRANSPORT OPERATIONS AND MANAGEMENT

(2019 Admission onwards)

Time : Three Hours

Maximum : 30 Weightage

General Instructions

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Section A

Answer any four of the following questions.

Each question carries 2 weightage.

1. What is multi-modal transportation ?
2. Differentiate between scheduled flights and charter flights.
3. Write any two functions of ICAO.
4. What is Ferry ?
5. What do you mean by intercity transportation ?
6. Mention any four tourist trains operating in India.
7. What do you mean by onboard facilities ?

(4 × 2 = 8 weightage)

Turn over

Section B

Answer any four of the following questions.

Each question carries 3 weightage.

8. Write a note on IATA.
9. Discuss about the Eurail Pass.
10. What are the major Channels of Distribution in tourism sector ? Explain.
11. Write a note on Chicago Convention.
12. Explain the environmental concern of cruise tourism.
13. Elucidate the role of transportation in Tourism.
14. Explain Open Sky Policy.

(4 × 3 = 12 weightage)

Section C

Answer any two of the following questions.

Each question carries 5 weightage.

15. Discuss the role of different modes transportation in tourism industry.
16. Discuss the significance of Rail tourism in India.
17. Explain the factors influencing selection of tourist transportation.
18. Discuss multilateral agreement and freedoms of air.

(2 × 5 = 10 weightage)

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MTM 1C03—EVENTS PLANNING AND PROMOTION

(2019 Admission onwards)

Time : Three Hours

Maximum : 30 Weightage

General Instructions

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Section A

Answer any four of the following questions.

Each carries 2 weightage.

1. What is convention ?
2. Define event.
3. What is meant by event reach ?
4. Expand MICE.
5. What you mean by mega event ?
6. Define e marketing.
7. What is core concept ?

(4 × 2 = 8 weightage)

Section B

Answer any four of the following questions.

Each carries 3 weightage.

8. Discuss the role of media in marketing an event.
9. Explain the importance of risk management in an event.
10. What are the responsibilities of corporate meeting planner ?
11. Write a short note on negotiation.
12. Explain different types of exhibition.
13. Discuss various characteristics of event management.
14. Write a note on event need analysis.

(4 × 3 = 12 weightage)

Section C

Answer any two of the following questions.

Each carries 5 weightage.

15. Explain the key elements of an event.
16. Discuss the risk management process for the successful event.
17. Discuss the expenditure and revenue considerations of an event.
18. Explain in brief the permissions required for holding public event.

(2 × 5 = 10 weightage)

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MTM 1C 02—TOURISM PRODUCTS AND RESOURCES

(2019 Admission onwards)

Time : Three Hours

Maximum : 30 Weightage

General Instructions

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Section A

- I. Answer any *four* of the following. Each question carries 2 weightage :
- a) What is meant by art gallery ?
 - b) Name 4 hill stations of Kerala.
 - c) Name any *four* UNESCO world heritage sites of South India.
 - d) Name any *four* beaches of Karnataka.
 - e) Describe on folk dances of Kerala.
 - f) Write a short note on snake boat festivals of Kerala.
 - g) Mention any *two* major tribes of North eastern states.

(4 × 2 = 8 weightage)

Turn over

Section B

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

- 1 Explain the classification of adventure tourism activities.
- 2 Describe the Desert resources of India.
- 3 Describe in brief about the kite festival.
- 4 Write about the classical dances of Kerala.
- 5 Explain the Buddhist architectural centres of India.
- 6 Describe the natural tourist resources.
- 7 Write a short note on Salar Jung Museum.

(4 × 3 = 12 weightage)

Section C

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

- 1 Explain the classification of tourism products.
- 2 Explain the significance of handicrafts as a tourist resource.
- 3 Discuss the folk and Indian Tribal dances of South India.
- 4 Discuss the role of IRCTC in promoting tourism.

(2 × 5 = 10 weightage)

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MTM 1C 01—PRINCIPLES AND PRACTICES OF TOURISM MANAGEMENT

(2019 Admission onwards)

Time : Three Hours

Maximum : 30 Weightage

General Instructions

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Section A

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

1. Define Tourism demand.
2. What is meant by multiplier effect ?
3. What is meant by destination carrying capacity ?
4. What are the forms of tourism ?
5. Define Tourist statistics.
6. Describe senior citizen tourism.
7. What is meant by sun lust tourists ?

(4 × 2 = 8 weightage)

Turn over

Section B

Answer any four of the following.

Each question carries 3 weightage.

8. Describe the functions of travel agents.
9. Define travel motivators. Explain McIntosh classifications of travel motivators.
10. Explain the organisational structure and functions of NTO.
11. Why tourism described as a system ? Explain the tourism system based on Leiper's model.
12. Write in detail about the Peter's inventory of tourist attractions.
13. Describe the classification of accommodations available in India.
14. Explain various special features of tourism products.

(4 × 3 = 12 weightage)

Section C

Answer any two of the following.

Each question carries 5 weightage.

15. What is MICE tourism ? Discuss the potentials of conference and conventions tourism in India.
16. Tourism is termed as an important export industry. Elucidate your answer.
17. Explain environmental impacts of tourism and suggest strategies to reduce the negative impacts of tourism.
18. Elucidate the growth and development of tourism through the ages.

(2 × 5 = 10 weightage)