

**FOURTH SEMESTER M.H.M. DEGREE [REGULAR/SUPPLEMENTARY]  
EXAMINATION, APRIL 2022**

**April 2021 Session for SDE/Private Students**

(CBCSS)

Master of Hotel Management

MHM 4E 22—INTERNATIONAL TOURISM

(2019 Admission onwards)

Time : Three Hours

Maximum : 30 Weightage

**General Instructions**

**Covid Instructions are not applicable for Pvt/SDE students (April 2021 session)**

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 questions.*

*Each question carries 2 weightage.*

1. What are the geographic factors that affect tourism ?
2. What are two interesting facts about latitude and longitude ?
3. How many oceans and seas are there in the world ?
4. What are some population issues in Europe ?
5. Which language is important in America ?
6. How long does it take to get a European visa ?
7. How is GMT calculated ?

(4 × 2 = 8 weightage)

**Turn over**

**Section B**

*Answer any four questions.*

*Each question carries 3 weightage.*

8. What are physical features of Asia ?
9. Where does the day start in the world ?
10. What are the 7 new continents ?
11. What are the factors of tourism in Southeast Asia ?
12. What is the role of the UNESCO ?
13. If the local time of (DEL) Delhi is 11:00 in the morning, what will be the local time in (LHR) London.

(4 × 3 = 12 weightage)

**Section C**

*Answer any two questions.*

*Each question carries 5 weightage.*

14. What is Oceania and Asia called ?
15. What is the biggest factor that has affected tourism in the Middle East ?
16. Where does the Silk Route start and end ?
17. Discuss the role of any international tourism organization.

(2 × 5 = 10 weightage)

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**MHM 4E 21—TOURISM PRINCIPLES AND PRACTICES**

**(2019 Admission onwards)**

**Time : Three Hours**

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**Section A**

*Answer any four questions.*

*Each question carries 2 weightage.*

1. Define medical tourism.
2. Explain the term 'WTCC'.
3. Differentiate between guides and escorts..
4. Define travel motivators.
5. What are the six main constituents of the tourism industry ?
6. What are the three geographical elements in Leiper's tourism model ?
7. What is known as pull factor ?

(4 × 2 = 8 weightage)

**Turn over**

**Section B**

*Answer any four questions.*

*Each question carries 3 weightage.*

8. What are the effects of noise pollution on human health ?
9. What is sustainable tourism ? What are the factors that determine sustainable tourism ?
10. Discuss the perspectives of tourism industry.
11. What are the important factors that affect the development of tourism ? Explain the environmental factors.
12. Bring out the recent trends in global tourism.
13. List out the various services provided by IATA.

(4 × 3 = 12 weightage)

**Section C**

*Answer any two questions.*

*Each question carries 5 weightage.*

14. Discuss the specific objectives targeted by the Indian Government during 10<sup>th</sup> plan.
15. What is MICE tourism ? Discuss the potentials of conference and convention tourism in India.
16. Explain the positive socio-cultural impacts of tourism on tourism destinations.
17. Explain the components of tourism.

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**MHM4C20—HOSPITALITY SALES AND MARKETING**

**(2019 Admission onwards)**

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**Section A**

*Answer any **four** questions.*

*Each question carries 2 weightage.*

1. Define hospitality marketing.
2. What is marketing environment ?
3. What is an augmented product ?
4. What is sales promotion ?
5. What is a marketing communication budget ?
6. What are the four types of marketing intermediaries ?
7. What is market targeting ?

(4 × 2 = 8 weightage)

**Turn over**

**Section B**

*Answer any four questions.*

*Each question carries 3 weightage.*

8. What is marketing environment ? Explain about macro environment and micro environment.
9. Explain about the steps in buyer decision process.
10. What is target marketing ? Explain about three market targeting strategies.
11. What is a franchisee marketing channel ? What are the characteristics required for a franchise restaurant ?
12. What are the four major decisions involved in developing an advertising program ?
13. Elaborate product life cycle of a restaurant.

(4 × 3 = 12 weightage)

**Section C**

*Answer any two questions not exceeding two pages.*

*Each question carries 5 weightage.*

14. What is marketing mix ? Explain about 7 p's of marketing mix.
15. What is market segmentation? Write any four types of market segmentation.
16. Define public relation. Write about some PR tactics used in hospitality industry.
17. What is advertising ? Discuss the major advertising decisions.

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MHM 4C 18—ACCOMMODATION MANAGEMENT

(2019 Admission onwards)

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**Section A**

*Answer any four questions.*

*Each question carries 2 weightage.*

1. Define par stock.
2. What is budget ?
3. What is inventory ?
4. What is the role of housekeeping ?
5. What is the term ergonomics ?
6. Expand and explain ABC.
7. Briefly explain about SOP.

(4 × 2 = 8 weightage)

**Turn over**

**Section B**

*Answer any four questions.*

*Each question carries 3 weightage.*

8. Write down the difference between operational and capital budget.
9. Briefly describe the objectives of the pest control.
10. Name any four equipments used for flower arrangement
11. What are the essential features of control desk?
12. Write a short note on time and motion study.
13. How can you prevent the wastage of electricity in the five star hotels ?

(4 × 3 = 12 weightage)

**Section C**

*Answer any two questions.*

*Each question carries 5 weightage.*

*Answer each question not exceeding two pages.*

14. Explain different types of purchases in housekeeping
15. Explain briefly the inter departmental coordination of housekeeping department with front office and maintenance department.
16. Explain the basic principles of flower arrangement.
17. Explain any five types of pests and its control procedures.

(2 × 5 = 10 weightage)