

**FIRST SEMESTER M.T.T.M. DEGREE (REGULAR/SUPPLEMENTARY)
EXAMINATION, NOVEMBER 2020****(CBCSS)****M.T.T.M.****MTM 1C 05—MANAGEMENT SKILLS****(2019 Admissions)****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. *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. Differentiate between unity of command and unity of direction.
2. Differentiate between Management and Administration.
3. Define Span of management.
4. Describe delegation of authority vs Decentralization.
5. Define Forecasting.
6. Differentiate line managers and staff managers.
7. Describe system theory of management.

(4 × 2 = 8 weightage)

Section B

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

8. Describe the importance of management.
9. 'Management as an Art and Science'. Explain.
10. Explain different types of planning.
11. How do policies are different from objectives ?
12. Define MBO. Explain its process.
13. Explain the process of organizing.
14. What are the different styles of leadership ?

(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 the factors affecting span of management.
17. What are the different bases/methods of departmentation ? Explain.
18. Explain 14 principles of management by Henry Fayol.

(2 × 5 = 10 weightage)

**FIRST SEMESTER M.T.T.M. DEGREE (REGULAR/SUPPLEMENTARY)
EXAMINATION, NOVEMBER 2020****(CBCSS)****M.T.T.M.****MTM 1C 04—TRAVEL AND TRANSPORT OPERATIONS AND MANAGEMENT****(2019 Admissions)****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. *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 questions.**Each question carries 2 weightage.*

1. What are the different modes of transportation ?
2. Write any four luxury trains operating in India.
3. Write any two functions of IATA.
4. What you mean by fly cruise ?
5. What is meant by Inland Container Depot ?
6. What do you mean by intercity transportation ?
7. Write any two features each of wide body and narrow body aircrafts.

(4 × 2 = 8 weightage)**Section B***Answer any four of the following questions.**Each question carries 3 weightage.*

8. Differentiate mobility and accessibility.
9. Write a note on Indrail Pass.
10. Describe on different types of cruises.

Turn over

11. What are the functions of DGCA ?
12. Describe the Mountain Railways of India.
13. Write a note on the history of air transportation in India.
14. 'Transportation is one of the basic components in tourism'. Justify this statement.

(4 × 3 = 12 weightage)

Section C

Answer any two of the following questions.

Each question carries 5 weightage.

15. Write a note on Chicago Convention and freedoms of air.
16. Explain the role of multimodal transportation in tourism.
17. Explain Open Sky Policy and its significance.
18. Explain the significance of Cruise tourism in India.

(2 × 5 = 10 weightage)

**FIRST SEMESTER M.T.T.M. DEGREE (REGULAR/SUPPLEMENTARY)
EXAMINATION, NOVEMBER 2020**

(CBCSS)

M.T.T.M.

MTM 1C 03—EVENTS PLANNING AND PROMOTION

(2019 Admissions)

Time : Three Hours

Maximum : 30 Weightage

Section A

*Answer any **four** of the following questions.*

Each question carries 2 weightage.

1. Define PERT.
2. What is meant by event reach ?
3. What is breakeven analysis ?
4. Define the event activities.
5. Define market research.
6. What you mean by live interaction ?
7. Who is event planner ?

(2 × 4 = 8 weightage)

Section B

*Answer any **four** of the following questions.*

Each question carries 3 weightage.

8. Discuss the role of audience for the success of an event.
9. Discuss the role of media in marketing an event.
10. Explain different types of an event.
11. Explain the objectives of event marketing.
12. Explain the benefits of an event organiser.

13. Discuss the do's and don'ts in preparation of budget.
14. Write a brief note on e-marketing.

(3 × 4 = 12 weightage)

Section C

Answer any two of the following questions.

Each question carries 5 weightage.

15. Explain in brief various types of risks arise in the process of organising an event.
16. What are the permissions required for an open ground events? Explain its procedures.
17. What are the different types of sponsorships? Explain
18. Discuss the importance of waste management during and after an event.

(5 × 2 = 10 weightage)

**FIRST SEMESTER M.T.T.M. DEGREE (REGULAR/SUPPLEMENTARY)
EXAMINATION, NOVEMBER 2020**

(CBCSS)

M.T.T.M.

MTM 1C 02—TOURISM PRODUCTS AND RESOURCES

(2019 Admissions)

Time : Three Hours

Maximum : 30 Weightage

General Instructions

1. *In cases where choices are provided, students can attend **all** questions in each section.*
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Section A

*Answer any **four** of the following,
Each question carries 4 weightage.*

1. What is meant by tourism products ?
2. Name 4 hill stations of Maharashtra.
3. Differentiate between classical dances and folk dances.
4. Define wellness tourism.
5. What is meant by cultural tourism resources ?
6. Differentiate between wildlife sanctuaries and national parks.
7. Write four examples of rock cut architecture.

(2 × 4 = 8 weightage)

Section B

*Answer any **four** of the following.*

Each question carries three weightage.

8. Discuss the folk and Indian Tribal dances of South India.
9. Write a note on Sikhism.
10. Discuss about major schools of paintings.
11. Write about the classical dances of Kerala.
12. Explain the Buddhist architectural centres of India.
13. Describe on the back water tourism on Kerala.
14. Discuss about the major national parks of India.

(3 × 4 = 12 weightage)

Section C

*Answer any **two** of the following.*

Each question carries 5 weightage.

15. Discuss on the evolution and philosophies of Buddhism and Jainism.
16. Explain the significance of handicrafts as a tourist resources.
17. Examine the different Indian architectural styles.
18. Discuss about various luxury train services in India.

(5 × 2 = 10 weightage)

**FIRST SEMESTER M.T.T.M. DEGREE (REGULAR/SUPPLEMENTARY)
EXAMINATION, NOVEMBER 2020****(CBCSS)****M.T.T.M.****MTM 1C 01—PRINCIPLES AND PRACTICES OF TOURISM MANAGEMENT****(2019 Admissions)****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 travel motivators.
2. What is eco-tourism ?
3. Define environmental auditing.
4. What is meant by wanderlust tourists ?
5. Define tourism system.
6. What is satellite tourism account ?
7. Define outbound tourism.

(4 × 2 = 8 weightage)

Section B

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

8. Who is a tour operator ?
9. What are the characteristics of tourism ?
10. Define tourism. State its components.
11. What do you mean by adventure tourism ? Explain about the various adventure tourism destinations of the country.
12. What are the different purpose of travel and what motives people to travel to various destinations ?
13. What is health tourism ? Discuss the significance of Ayurveda in Indian tourism.
14. Examine the nature and scope of tourism.

(4 × 3 = 12 weightage)

Section C

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

15. Define eco-tourism. Explain the principles of eco-tourism.
16. Tourism creates both positive and negative changes to a country's economic and socio-cultural environment. Discuss.
17. Examine the role of NTO's in the development and promotion of tourism referring to Indian context.
18. "Sustainability is the key to development". Explain the statement with particular references to Indian tourism.

(2 × 5 = 10 weightage)