

**THIRD SEMESTER M.A./M.Sc./M.Com. DEGREE (REGULAR) EXAMINATION  
NOVEMBER 2020**

(CBCSS)

M.T.T.M.

MTM 3E 02—AIR TICKETING AND GDS APPLICATIONS

(2019 Admissions)

Time : Three Hours

Maximum : 30 Weightage

**Section A**

*Answer at least **three** questions.  
Each question carries 2 weightage.  
All questions can be attended.  
Overall Ceiling 6.*

1. What do you understand by seat configuration in an airline ?
2. Write any difference between First Class and Economy Class.
3. Define 'Transit Point' in a journey.
4. What is the meaning of NUC ?
5. Write the full form of MCO.
6. What do you understand by IATA-BSP.
7. Write a short note on global indicators

(3 × 2 = 6 weightage)

**Section B**

*Answer at least **three** questions.  
Each question carries 4 weightage.  
All questions can be attended.  
Overall Ceiling 12.*

8. How to calculate EMS, if the TPM is higher than MPM ?
9. What do you understand by Minimum Connecting Time ?
10. What are the items not to be carried in a cabin baggage ?

11. What do you understand by green channel and red channel in airports ?
12. Write a short note on Spice jet.
13. Write the Amadeus command to display flight availability.
14. What do you understand by Low Cost Carriers ?

(3 × 4 = 12 weightage)

### Section C

*Answer at least two questions.  
Each question carries 6 weightage.  
All questions can be attended.  
Overall Ceiling 12.*

15. Explain the steps involved in Fare Calculation.
16. Write the uses of Amadeus software.
17. Discuss in brief about the facilities available in an International Airport.
18. What are the factors influencing airfare between two destinations.

(2 × 6 = 12 weightage)

**THIRD SEMESTER M.A./M.Sc./M.Com. DEGREE (REGULAR)  
EXAMINATION, NOVEMBER 2020**

(CBCSS)

M.T.T.M.

**MTM 3E 01—BUSINESS COMMUNICATION AND SOFT SKILLS**

(2019 Admissions)

Time : Three Hours

Maximum : 30 Weightage

**Section A**

*Answer at least **three** questions.*

*Each question carries 2 weightage.*

*All questions can be attended.*

*Overall Ceiling 6.*

1. What is a memorandum ?
2. What is nonverbal communication ?
3. Distinguish between business letter and personal letter.
4. List out Barriers in Effective Communication.
5. Write notes on Blogs.
6. What is intonation ?
7. Write the importance of voice modulation.

(3 × 2 = 6 weightage)

**Section B**

*Answer at least **three** questions.*

*Each question carries 4 weightage.*

*All questions can be attended.*

*Overall Ceiling 12.*

8. What do you mean by audience analysis ?
9. Write short note on the corporate dress code.

10. What is the difference between postures and gestures ?
11. How can the listening skills be improved ?
12. List out the different forms written communication.
13. What do you understand by social etiquette ?
14. What are the elements of an effective presentation ?

(3 × 4 = 12 weightage)

### Section C

*Answer at least two questions.*

*Each question carries 6 weightage.*

*All questions can be attended.*

*Overall Ceiling 12.*

15. Elaborate on the various kinds of formats used in business letter.
16. Identify the types of business writing. Give examples.
17. Write a covering letter to a company responding to their advertisement.
18. What are the features of effective business etiquettes ?

(2 × 6 = 12 weightage)

**THIRD SEMESTER M.A./M.Sc./M.Com. DEGREE (REGULAR)  
EXAMINATION, NOVEMBER 2020****(CBCSS)****M.T.T.M.****MTM 3C 13—TRAVEL AND TOUR OPERATION MANAGEMENT****(2019 Admissions)****Time : Three Hours****Maximum : 30 Weightage****Section A***Answer at least **three** questions.**Each question carries 2 weightage.**All questions can be attended.**Overall Ceiling 6.*

1. What is an Online Travel Agency (OTA) ?
2. List down any *two* promotional tools used by tour operators.
3. Describe the role of intermediaries in tour operation business.
4. Describe any *two* qualities of a good tour promotion brochure.
5. Distinguish between branding and positioning.
6. Write a note on post tour activities of a tour operator.
7. Describe a target market.

**(3 × 2 = 6 weightage)****Section B***Answer at least **three** questions.**Each question carries 4 weightage.**All questions can be attended.**Overall Ceiling 12.*

8. What is the difference between fixed cost and variable cost ? Give an example using a tour package costing.
9. Explain the procedures of 'mark-up' in tour costing.

**Turn over**

10. Explain the pre-tour booking procedures.
11. Explain the major qualities of a tour manager.
12. Explain the procedures to acquire a tour leading license in India.
13. Distinguish between Group Inclusive Tour and Free Independent Travel.
14. Explain any *three* elements of marketing mix in tourism.

(3 × 4 = 12 weightage)

### Section C

*Answer at least two questions.*

*Each question carries 6 weightage.*

*All questions can be attended.*

*Overall Ceiling 12.*

15. Explain the procedures of packaging a tour.
16. Discuss with example on the reason for rapid growth of Online Travel Agencies (OTAs).
17. Discuss with example on effective marketing and branding strategies of a tour operating company.
18. Explain the importance of negotiation in packaging a tour.

(2 × 6 = 12 weightage)

**THIRD SEMESTER M.A./M.Sc./M.Com. DEGREE (REGULAR) EXAMINATION  
NOVEMBER 2020**

(CBCSS)

M.T.T.M.

MTM 3C 12—RESEARCH METHODOLOGY IN TOURISM

(2019 Admissions)

Time : Three Hours

Maximum : 30 Weightage

**Section A***Answer at least three questions.**Each question carries 2 weightage.**All questions can be attended.**Overall Ceiling 6.*

1. Which are the major reference styles ?
2. Which are the different types of Correlation ?
3. What is hypothesis ?
4. Define Research Design.
5. What is mixed method research ?
6. What is the basic difference between parametric and non-parametric statistical tests ?
7. Write the importance of reliability and validity in quantitative research.

(3 × 2 = 6 weightage)

**Section B***Answer at least three questions.**Each question carries 4 weightage.**All questions can be attended.**Overall Ceiling 12.*

8. Write a note on different types of research.
9. Differentiate between inductive and deductive methods of research.
10. What are the advantages of using SPSS ?
11. Bring out the importance of review of literature in research.
12. What are the attributes of a good questionnaire ?

**Turn over**

13. Write about any three statistical tests used in hypothesis testing.
14. Point out the importance of case study method in research.

(3 × 4 = 12 weightage)

### Section C

*Answer at least two questions.  
Each question carries 6 weightage.  
All questions can be attended.  
Overall Ceiling 12.*

15. Which are the different types of variables used in social science research ?
16. Explain any three methods used to collect data in qualitative research.
17. Which are the various types of sampling designs used in tourism research ?
18. Explain the research process in detail.

(2 × 6 = 12 weightage)



**THIRD SEMESTER M.A./M.Sc./M.Com. DEGREE (REGULAR) EXAMINATION  
NOVEMBER 2020****(CBCSS)****M.T.T.M.****MTM 3C 11—HRM AND ORGANIZATIONAL BEHAVIOUR****(2019 Admissions)****Time : Three Hours****Maximum : 30 Weightage****Section A**

*Answer at least **three** questions.  
Each question carries 2 weightage.  
All questions can be attended.  
Overall Ceiling 6.*

1. What is Human Resource Management ?
2. Define Work Team.
3. What is Induction ?
4. What is Mentoring ?
5. How will you define job analysis ?
6. Write a short note on Payment of Wages Act 1936.
7. Write briefly about recruitment.

**(3 × 2 = 6 weightage)****Section B**

*Answer at least **three** questions.  
Each question carries 4 weightage.  
All questions can be attended.  
Overall Ceiling 12.*

8. What are the basis of promotion ?
9. What is resistance to change ?
10. Which are the main functions of attitude ?
11. What are different stages of conflict ?
12. How can we assess personality using Johari Window ?

13. Write a short note on Trade Unions Act, 1926.
14. Explain various factors which determine perceptual organization.

(3 × 4 = 12 weightage)

### Section C

*Answer at least two questions.  
Each question carries 6 weightage.  
All questions can be attended.  
Overall Ceiling 12.*

15. What are the objectives of HRM ?
16. Why do companies conduct performance appraisal of their employees ?
17. What are the determinants of personality ? Distinguish between Type A and Type B personality.
18. What is compensation ? Which are the various modes of compensation prevailing in tourism industry ?

(2 × 6 = 12 weightage)

**THIRD SEMESTER M.T.T.M. DEGREE (SUPPLEMENTARY) EXAMINATION  
NOVEMBER 2020****(CUCSS)****M.T.T.M.****MTC 14—INTRODUCTION TO HEALTH AND WELLNESS TOURISM****(Common for 2010 and 2011 Admissions)****Time : Three Hours****Maximum : 36 Weightage****Section I***Answer all questions.**Each question carries 1 weightage.*

1. What is Spa tourism ?
2. What do you mean by manicure and pedicure ?
3. What is Ayurveda ?
4. Mention a few body work therapies.
5. Distinguish between wellness tourism and leisure tourism.
6. What is acupressure ?
7. What is Shaitsu ?
8. Mention any two hot water spa destinations of India
9. What is Aroma therapy ?
10. What is AYUSH ?
11. What is flotation therapy ?
12. What do you mean by holistic health care ?
13. Define dental tourism.
14. What is naturopathy ?

**(14 × 1 = 14 weightage)****Section II***Answer any seven of the following questions.**Each question carries 2 weightage.*

1. What are the tools for wellness tourism in India ?
2. Write down the important natural Spa destinations in the World.

**Turn over**

3. What are the factors influencing the growth and development of health tourism in India ?
4. Write a detailed note on Ayurvedic treatments in Kerala.
5. Explain the contributions of China in alternative medicine.
6. Explain the growth and development of health tourism worldwide.
7. What are the various categories of Spa treatment ?
8. What are the different styles of body massage ?
9. Explain the concept and methodology of hydrotherapy.
10. Explain the typology of health tourism.
11. Explain the applications of Yoga and Meditation in health tourism.
12. What are the forms of health tourism ?
13. Briefly discuss the scenario of medical tourism in the world.
14. Describe the process of panchkarma treatment.

(7 × 2 = 14 weightage)

### Section III

*Answer any two of the following questions.*

*Each question carries 4 weightage.*

1. Explain the opportunities and threats before the health tourism development in India.
2. Explain the socio economic impacts of medical tourism development in the country.
3. Illustrate the important Spa treatments and their implications in improving the quality of life.
4. Explain various forms and types of health tourism products of the country.

(2 × 4 = 8 weightage)