THIRD SEMESTER M.T.H.M. DEGREE (REGULAR/SUPPLEMENTARY) EXAMINATION, NOVEMBER 2021

(CBCSS)

B.T.H.M.

MTH 3E 15—FRONT OFFICE AND HOUSE KEEPING MANAGEMENT

(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.*

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Section A

Answer any **four** *questions.*
Each question carries 2 weightage.

1. Define Guaranteed reservation.

2. Define Room tariff card.

3. Define understay.

4. What is meant by European plan ?

5. What is meant by paging ?

6. Define departure room.

7. What is meant by daily routine ?

(4 × 2 = 8 weightage)

Section B

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

8. Brief about management contracts.

9. Draw the organizational structure of a small Hotel.

Turn over

10. Brief the importance of internet applications.

11. What is meant by Job descriptions ?

12. Mention few attributes of Front office staffs.

13. What is meant by the terms 'Front of the house' and 'Back of the house' ?

14. What information should work schedules contain ? Explain with an example.

(4 × 3 = 12 weightage)

Section C

Answer any **two** *questions.*
Each question carries 5 weightage.

15. What are the duties and responsibilities of a reservation assistant ?

16. Which criterion of charging room rent is suitable for a commercial hotel ? Why ?

17. Describe the four phases of the guest cycle.

18. Give an elaborate note on uniformed service.

(2 × 5 = 10 weightage)

THIRD SEMESTER M.T.H.M. DEGREE (REGULAR/SUPPLEMENTARY) EXAMINATION, NOVEMBER 2021

(CBCSS)

M.T.H.M.

MTH 3E 14 (1)—AIRPORT AND AVIATION MANAGEMENT

(2019 Admission onwards)

Time : Three Hours　　　　　　　　　　　　　　　　　　　Maximum : 30 Weightage

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Section A

Answer any **four** *questions.*
Each question carries 2 weightage.

1. Mention any two tourism destinations of Europe.

2. Define Aviation.

3. Define Travel agency.

4. Define Air taxis.

5. What is meant by International airlines ?

6. Expand PTA.

7. Define Currencies.

(4 × 2 = 8 weightage)

Section B

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

8. What are the five freedoms of air transport ?

9. Air taxis are small commercial aircraft which makes short flights on demand. Explain.

Turn over

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MTH 3E 14 (1)—AIRPORT AND AVIATION MANAGEMENT

(2019 Admission onwards)

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Section A

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1. Mention any two tourism destinations of Europe.

2. Define Aviation.

3. Define Travel agency.

4. Define Air taxis.

5. What is meant by International airlines ?

6. Expand PTA.

7. Define Currencies.

(4 × 2 = 8 weightage)

Section B

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

8. What are the five freedoms of air transport ?

9. Air taxis are small commercial aircraft which makes short flights on demand. Explain.

Turn over

10. Write a short note on Short Haul and Long Haul.

11. Write a note on global indicator.

12. Write a note on OJ and RTW.

13. Write few tourist destination of Africa with their attractions and accessibilities.

14. Write the role of DGCA.

(4 × 3 = 12 weightage)

Section C

Answer any **two** *questions.*
Each question carries 5 weightage.

15. Give an elaborate note on Bilateral agreement and Multilateral agreements.

16. List out the types of information in Travel Information Manual (TIM).

17. Elaborate attractions and accessibilities of major tourist destinations.

18. Give an elaborate note on passenger ticketing.

(2 × 5 = 10 weightage)

THIRD SEMESTER M.T.H.M. DEGREE (REGULAR/SUPPLEMENTARY) EXAMINATION, NOVEMBER 2021

(CBCSS)

M.T.H.M.

MTH 3C 13—BUSINESS RESEARCH METHODS

(2019 Admission onwards)

Time : Three Hours

Maximum : 30 Weightage

General Instructions

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Section A

Answer any **four** *questions.*
Each question carries 2 weightage.

1. Define Business Intelligence.

2. Define quantitative approach in research.

3. Define Sampling.

4. Define primary data.

5. Define analysis of variance.

6. What is meant by report writing ?

7. What is meant by median ?

(4 × 2 = 8 weightage)

Section B

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

8. Why is it important to study research methods ?

9. What are the five approaches of qualitative research ?

Turn over

10. Write the concept of exploratory research design.

11. Why are the three levels of management important ?

12. What are sampling considerations ?

13. What is a snowball sampling technique ?

14. When should you use 'F' test–Brief.

(4 × 3 = 12 weightage)

Section C

Answer any **two** *questions.*
Each question carries 5 weightage.

15. What are the different types of research ?

16. What are the differences and similarities between qualitative and quantitative research ?

17. What is sampling and why is it important ?

18. Explain the merits and demerits of mean, median and mode.

(2 × 5 = 10 weightage)

10. Write the concept of exploratory research design.

11. Why are the three levels of management important ?

12. What are sampling considerations ?

13. What is a snowball sampling technique ?

14. When should you use 'F' test–Brief.

(4 × 3 = 12 weightage)

Section C

Answer any **two** *questions.*
Each question carries 5 weightage.

15. What are the different types of research ?

16. What are the differences and similarities between qualitative and quantitative research ?

17. What is sampling and why is it important ?

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(CBCSS)

M.T.H.M.

MTH 3C 12—SERVICES BUSINESS – STRATEGIC MANAGEMENT AND ETHICS

(2019 Admission onwards)

Time : Three Hours   Maximum : 30 Weightage

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Section A

Answer any **four** *questions.*
Each question carries 2 weightage.

1. Define Defensive strategy.

2. Define clear mission.

3. What is meant by Environmental forces ?

4. Define Evaluation framework.

5. Mention two responsibilities of a board member.

6. Define competitive analysis.

7. Define business mission.

(4 × 2 = 8 weightage)

Section B

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

8. What is strategy and its types ?

9. What is included in a business mission ?

Turn over

10. What are the barriers to strategy implementation ?

11. What is strategy analysis ?

12. What is strategy review and evaluation ?

13. What are customer service strategies ? Brief.

14. What are the factors that determine the strategic choice ?

(4 × 3 = 12 weightage)

Section C

Answer any **two** *questions.*
Each question carries 5 weightage.

15. What are the types of integration strategies ?

16. List out the criteria for evaluating mission statement.

17. How does HR support strategy implementation-explain.

18. What are the main processes of evaluation and control of strategy ?

(2 × 5 = 10 weightage)

THIRD SEMESTER M.T.H.M. DEGREE (REGULAR/SUPPLEMENTARY) EXAMINATION, NOVEMBER 2021

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M.T.H.M.

MTH 3C 11—EVENT AND CONVENTION MANAGEMENT

(2019 Admission onwards)

Time : Three Hours   Maximum : 30 Weightage

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Section A

Answer any **four** *questions.*
Each question carries 2 weightage.

1. Define Trade show.

2. Define Co-ordination.

3. Define Public Relations.

4. What is meant by beverage ?

5. Define Negotiation.

6. What is meant by Meeting Environment ?

(4 × 2 = 8 weightage)

Section B

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

7. How do you plan a catering event ?

8. Why do we use a reservation systems ? Brief.

9. Brief how do you stay up to date with the event industry.

Turn over

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MTH 3C 11—EVENT AND CONVENTION MANAGEMENT

(2019 Admission onwards)

Time : Three Hours   Maximum : 30 Weightage

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Section A

Answer any **four** *questions.*
Each question carries 2 weightage.

1. Define Trade show.

2. Define Co-ordination.

3. Define Public Relations.

4. What is meant by beverage ?

5. Define Negotiation.

6. What is meant by Meeting Environment ?

(4 × 2 = 8 weightage)

Section B

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

7. How do you plan a catering event ?

8. Why do we use a reservation systems ? Brief.

9. Brief how do you stay up to date with the event industry.

Turn over

10. How do you organize a conference checklist ?

11. What is event staging ? Brief.

12. How does exhibitions help a business ?

13. What skills do you need to be an event co-ordinator ?

(4 × 3 = 12 weightage)

Section C

*Answer any **two** questions.*
Each question carries 5 weightage.

14. What was the main objective of the reservation system ?

15. What are new trends in conducting events ? Explain.

16. How do you negotiate meeting details ? Explain.

17. What is the principle benefits of trade shows and exhibitions ?

(2 × 5 = 10 weightage)