

**PRINCIPLES OF TOURISM AND HOTEL
MANAGEMENT**

(For those who joined in July 2013)

Time : Three hours Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Draw the organization chart of a five star hotel and explain the functions of various departments. (10)
2. Write notes on :
 - (a) Any four types of tourism. (10)
 - (b) Importance of planning in tourism. (10)
3. Expand the abbreviation I.T.D.C. Explain its role in promotion of tourism with reference to travel and hospitality services.
4. Write notes on :
 - (a) Role of industrial revolution in development of travel and tourism (10)
 - (b) Role of private airlines in tourism promotion. (10)
5. Give a detailed account on importance of any five places of pilgrimage interest in India.
6. Write notes on
 - (a) Duties and responsibilities of district tourist officer. (10)
 - (b) Medical tourism in India. (10)
7. What do you mean by decision making? Explain its applications in tourism and hospitality management.
8. Write notes on
 - (a) Span of management in hotel industry. (10)
 - (b) Marketing of tourism destinations. (10)
9. Give a detailed account on recent trends and challenges in tourism and hospitality sectors.
10. Write notes on :
 - (a) Economic impacts of tourism. (10)
 - (b) Application of co-ordination in hospitality industry. (10)

**FINANCIAL ACCOUNTANCY FOR TOURISM AND
HOTEL BUSINESS**

Time : Three hours Maximum : 100 marks

Answer any FIVE questions.

(5 × 20 = 100)

1. Explain the financial accounting importance and scope.
2. Briefly explain the importance of cash flow analysis.
3. Explain the transport costing.
4. Describe management accounting need and its importance.
5. Distinguish between fund flow analysis and cash flow analysis.
6. Explain the cost and cost sheet
7. Write short notes on Co-operative societies.
8. Describe formation and registration of companies.

9. What are the factors to be consider while developing internal check procedure?

10. Discuss the Budgeting and Budgetary Control.

2066/PMTH03

NOVEMBER 2016

MANAGERIAL COMMUNICATION

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

(5 × 20 = 100)

1. Explain the types of Business communication.
 2. Explain the cross cultural communication.
 3. Briefly explain the corporate communication.
 4. Write a brief note on employee communication.
 5. Discuss about crises of communication.
 6. Explain the procedure of writing the report.
 7. Explain the project proposals.
 8. Expand the charts. Give example
 9. Explain the Business presentation.
 10. Briefly explain the preparation for a job interview.
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 TOURISM PRODUCTS OF INDIA

(For those who joined in July 2013)

Time : Three hours Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Explain about the influence of geography in attracting tourists to a particular tourism destination.
2. Write notes on :
 - (a) Man made tourism attractions (10)
 - (b) Any four hill resorts in India. (10)
3. Explain the importance of fairs and festivals in promotion of domestic and international tourism in India.
4. Write notes on :
 - (a) Role of Indian foods in attraction of foreign tourists (10)
 - (b) Importance of Ajantha and Ellora caves and their paintings. (10)
5. What is wild life tourism? Explain the significance of any four wild life sanctuaries in India.
6. Write notes on :
 - (a) Adventure tourism (10)
 - (b) Island tourism with reference to Andaman and Nicobar islands. (10)
7. Explain the salient features of Hindu architecture.
8. Write notes on :
 - (a) Any two palaces as tourism attractions in India (10)
 - (b) Buddhist sculptures. (10)
9. What is "MICE tourism"? Give an account on infrastructure measures required in a destination to promote MICE tourism.
10. Write notes on :
 - (a) Backwater tourism in Kerala (10)
 - (b) Indian handicrafts as tourism products. (10)

 FRONT OFFICE THEORY

(For those who joined in July 2013)

Time : Three hours Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Explain the various methods of settlement of accounts in front office operations.
2. Write notes on:
 - (a) Meaning of folio and its types in front office. (10)
 - (b) Types of accounts in front office. (10)
3. What do you mean by "check-out"? Explain the procedures involved in check out of a guest.
4. Write notes on:
 - (a) Any two modes of settlement of guest bills. (10)
 - (b) Types of check out and their handling procedures. (10)

5. What do you mean by transcript? Explain about its method of preparation.
6. Who is night auditor? Give a detailed account on night auditing process.
7. Define the term "Yield". Explain its importance in front office management in luxury hotels.
8. "Front office is a major revenue producing department in a luxury hotel". Elucidate this statement.
9. Write notes on:
 - (a) Occupancy ratios in front office operations. (10)
 - (b) Room revenue analysis. (10)
10. What are the methods of establishing of room rates in a hotel? Explain any two of them in detail.

FOOD PRODUCTION AND BEVERAGE SERVICE

(For those who joined in July 2013)

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Write notes on :
 - (a) Preparation of any two cold cuts (10)
 - (b) Duties and responsibilities of chef gardemanger. (10)
 2. Give a detailed account on culinary history, ingredients used and specialty dishes of Italian cuisine.
 3. Write notes on :
 - (a) Menu engineering work sheet. (10)
 - (b) Organizing breakfast buffet in hotels. (10)
 4. Draw the organization chart of food production department in a luxury hotel. Draw the job description of executive chef.
5. Write notes on :
 - (a) Meaning of HACCP and its importance in food production. (10)
 - (b) Importance of personal hygiene to food handlers. (10)
 6. What is Gueridon service? Enlist the points to be remembered in Gueridon service.
 7. Write note on :
 - (a) Names, specifications and uses of any five cocktail bar equipments. (10)
 - (b) Any four types of bar. (10)
 8. What are various bar Frauds? How do you control the same?
 9. Write notes on :
 - (a) Functioning of any two international fast food joints. (10)
 - (b) Menu planning for coffee shop. (10)
 10. Define the term "Banquet". Give a detailed account on table plans and seating arrangements in banquets.

BAKERY AND CONFECTIONERY THEORY

(For those who joined in July 2013)

Time : Three hours Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.

(5 × 20 = 100)

1. Write notes on :
 - (a) Types of flow and their characteristics. (10)
 - (b) Types of raising agents and their characteristics. (10)
2. Give a detailed account on specifications, uses, care and maintenance of any four major equipments found in an industrial bakery.
3. Write notes on :
 - (a) Meaning of bread improvers, classification and characteristics. (10)
 - (b) Preparation of phyllo pastry. (10)
4. Explain the various stages involved in the production of white bread.
5. Write notes on
 - (a) Low ratio and high ratio cakes. (10)
 - (b) Tempering of chocolate. (10)
6. Give a detailed account on any four cake making methods.
7. Write notes on:
 - (a) Preparation of marzipan and its uses. (10)
 - (b) Royal icing and fondant icing. (10)
8. Explain the various stages involved in heating of sugar and the role of products in confectionery.
9. Write notes on :
 - (a) Preparation of bavarois. (10)
 - (b) Meaning of folding and its application in cold puddings. (10)
10. Give a detailed account on any four mixing methods for cookies.

CENTRAL RESERVATION SYSTEM – PROCEDURES

(For those who joined in July 2013)

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

All questions carry equal marks.
(5 × 20 = 100)

1. Give a detailed account on any five modes of room reservation in hotels.
2. Write notes on :
 - (a) Guaranteed and non-guaranteed room reservation. (10)
 - (b) Computerized reservation system in hotels. (10)
3. Draw a neat proforma of room reservation form. Explain the procedure involved in processing of room reservation in person.
4. Write notes on :
 - (a) G.D.S. (10)
 - (b) Room reservation system in chain of hotels. (10)
5. How do you handle the following as room reservation assistant?
 - (a) room cancellation (10)
 - (b) amendment in reservation. (10)
6. Write notes on :
 - (a) Whitney rack (10)
 - (b) Any two room reservation records. (10)
7. Give a detailed account on legal implications in room reservation.
8. Write notes on :
 - (a) Potential reservation problems (10)
 - (b) Group reservation. (10)
9. What do you mean by walk-in? Explain the procedures involved in registration of walk-in guests.
10. Write notes on :
 - (a) F.R.O. and C-form (10)
 - (b) Room assignment procedure. (10)

TRAVEL MANAGEMENT

(For those who joined in July 2013)

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.
All questions carry equal marks.

(5 × 20 = 100)

1. Give a detailed account on types of road and their importance as infrastructure for tourism growth.
2. Write notes on:
 - (a) Silk route (10)
 - (b) Role of tourist coaches in package tours (10)
3. Expand the abbreviation IRCTC. Explain its role in provision of hospitality and tourism services to domestic and foreign tourists.
4. Write notes on:
 - (a) Any two luxury tourist trains in India. (10)
 - (b) Central reservation system in Indian Railways. (10)
5. What is cruise liner tourism? Explain its importance in attraction of tourists globally.
6. Write notes on:
 - (a) Boat houses in Kerala. (10)
 - (b) Inland waterways authority of India. (10)
7. Expand the abbreviation I.A.T.A. Elucidate its functions.
8. Write notes on:
 - (a) Meaning of travel agency and its functions. (10)
 - (b) Role of international airlines in promotion of tourism. (10)
9. Plan an itinerary for a group of tourists from Kolkotta to visit various places of tourism interest in Tamil nadu for 10 days and their mode of travel is a combination of train and tourist coach.
10. Write notes on:
 - (a) Any two supplementary accommodation for tourists. (10)
 - (b) Knowledge and skills required for tourist guides. (10)

2073/PMTH10

NOVEMBER 2016

HUMAN RESOURCE MANAGEMENT

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions. (5 × 20 = 100)

1. Explain the history of HRM.
 2. Explain the MBO concept and relevance.
 3. Explain the strategic perspective models for HRP.
 4. Explain the Data collection and analysis.
 5. Describe Training phase and evaluation phase.
 6. Describe HRD in future.
 7. Explain the individual and group incentives.
 8. Explain the employee satisfaction and motivation issues in compensation design.
 9. Explain the Grievance handling and discipline.
 10. Explain the factories act.
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ENTREPRENEURSHIP DEVELOPMENT

(For those who joined in July 2013 and after)

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

(5 × 20 = 100)

1. Explain the concept of entrepreneurship. Enumerate the qualities and characteristics of good entrepreneurship.
2. Briefly discuss the entrepreneurial traits, their types, culture and structure.
3. How to identify the opportunities for developing a new business plan? Discuss.
4. Describe the need, importance and role of education and training in entrepreneurship.
5. Illustrate the importance and contribution of research and development activities in creating a new business idea.
6. Enumerate the principles of innovation in detail. What are the points to be observed while applying innovation in business? List out.

7. Briefly evaluate the vision and strategy of product planning and developing process.
8. What is meant by group innovation? Enumerate the features, merits and demerits of group innovation process.
9. Evaluate the role and functions of entrepreneurship in service institutions. Explain the problems and handling methods of entrepreneurship in service institutions.
10. Explain the nature, importance, special characteristics and functions of international entrepreneurship.

**TOURISM AND HOSPITALITY MARKETING
MANAGEMENT**

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

(5 × 20 = 100)

1. Explain the role of marketer in marketing and discuss the duties and responsibilities of a marketer.
2. By using various definitions of marketing, discuss its subject matter.
3. Define tourism and explain how it can be considered as a "product".
4. Define market and explain how to be identify the potential markets for effective marketing development.
5. Describe the tourism distribution channel and explain its special characteristics.
6. What is meant by channel design? and explain the decision making in channel design.

7. Discuss the significance of promotion in tourism marketing and its various techniques for development of tourism.

8. Write an essay about the tourism marketing strategies.

9. Explain the concept and characteristics of marketing research procedures.

10. What do you mean by marketing research? Describe its scope and importance.

TOURISM PLANNING

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

(5 × 20 = 100)

1. What is planning? Describe the national action plan and how it helps for development?
2. Give an account on tourism policy in India.
3. Explain the investment opportunities in Hotels for tourism projects.
4. Define and explain the infrastructure development of tourism.
5. Explain the destination planning and its life-cycle.
6. What is meant by improper tourism planning? Why it is happened? Give your ideas.
7. What is meant by PPP? Define and explain its special features.
8. Write the public sectors' action point for infrastructure development.

9. List out the stakeholders who have to be represented when planning for tourism development.

10. Name the various development approaches that may be adopted by the tourism development authority as national level planning.

FOOD SAFETY AND NUTRITION

(For those who joined in July 2013 and after)

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

(5 × 20 = 100)

6. Write down the nature, characteristics and impacts of macro and micro nutrients.
7. Suggest balanced diets for various diseases. Give the diet plan, servings and their aims.
8. Discuss the role of nutrients in food products developments. Explain the expectations of food consumers.
9. Briefly describe the food safety regulations to be followed in hospitality and tourism industry.
10. Suggest some ideas to implement HACCP in all the food handling outlets. Write down the importance and need of HACCP.

1. Discuss the causes and harmful effects of food poisoning. Suggest the remedies to avoid food poisoning.

2. Enumerate the beneficial effects of microbes in food handling and preparations.

3. Explain the types of food adulterants. Write down the impacts of adulterated foods.

4. Describe the types and usage of preservatives. What are the controlling measures of maintaining standards of preservatives? Explain.

5. Explain the processes of food intake, digestion and absorption of food. Write down the functions of nutrients on human body.

CARGO MANAGEMENT

(For those who joined in July 2013 and after)

Time : Three hours Maximum : 100 marks

Answer any FIVE questions.
(5 × 20 = 100)

1. Briefly discuss the objectives, functions features and benefits of cargo transportations.
2. Explain the emerging trends and practices followed in modern era of cargo management.
3. Give an essay with detailed explanations about cargo ratings.
4. Differentiate between types of cargo rates their nature, specific considerations and measurements.
5. Enumerate the facilities available in the aircrafts to facilitate the cargo transportations.
6. Illustrate the goods which have been classified as dangerous in cargo.
7. Evaluate the role of cargo transfer manifesto and its usage in cargo management.

8. How to have a control over shipment of dangerous goods in ships and flights? Discuss.
9. What are the factors determining the successful transportation of cargo? Explain in detail.
10. Explain the special attention to be made during handling ship cargo.

2079/PMTH16

NOVEMBER 2016

**INFORMATION TECHNOLOGY FOR TOURISM AND
HOTEL INDUSTRY**

(For those who joined in July 2013 and after)

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

(5 × 20 = 100)

1. Enumerate the functions of hardware and software in computer operations.
2. Briefly explain the menu options available in windows and write down their functions and usage.
3. How to perform the following tasks in WORD? Explain.
 - (a) Checking spelling
 - (b) Using dictionary
 - (c) Finding and replacing a text
 - (d) Paragraph alignment
 - (e) Changing the type and size of font.

4. Differentiate the features, characteristics and usage of WORD with EXCEL and POWER POINT.

5. Discuss the methods and steps of completing the following tasks using MS EXCEL.

- (a) Moving and copying
- (b) Inserting and deleting rows
- (c) Inserting and deleting columns
- (d) Getting help and formatting worksheet
- (e) Printing a worksheet.

6. How will you create a mark statement of a class in which the student's strength is 20 and number subjects is 5? Explain the steps to create a consolidated mark statement with names of students, subjects, marks secured in each subject, total marks and their result, by using MS EXCEL.

7. Explain how to perform the following tasks through MS POWER POINT.

- (a) Adding organisation charts
- (b) Adding special effects
- (c) Adding graphs
- (d) Adding images.

8. How to create and run an electronic slide show by using power point? Explain in brief.

9. How to establish relationship with the computer records to extract information by using queries? Discuss.

10. Explain the methods and techniques to create forms and records by using computers.

RESEARCH METHODOLOGY

(For those who joined in July 2013 and after)

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

(5 × 20 = 100)

1. Evaluate the role of research activities in development social science.
2. Discuss the types of research and their characteristics.
3. What are factors determining a food research planning? Discuss.
4. How to prepare a research design? Explain the points to observed while designing a research?
5. Enumerate the sampling and non-sampling errors found in researches.
6. Explain briefly about the factors affecting the size of the sample.

7. Briefly discuss the contents of tourism research.
8. Narrate the tourism methodology applied for identifying new tourism destinations.
9. Explain the steps involved in writing a report of a research.
10. What is meant by bibliography? Explain the role of bibliography in giving weight age to a research.

**CUSTOMER RELATIONSHIP AND SERVICE
MANAGEMENT**

(For those who joined in July 2013 and after)

Time : Three hours Maximum : 100 marks

Answer any FIVE questions. (5 × 20 = 100)

1. Briefly discuss the topic of "customer's acquisition and Retention practices in tourism industry".
2. What is meant by service recovery? How does the feedback play a major role in service recovery functions? Explain in detail.
3. Evaluate the role and functions of customer information databases.
4. Define the term "click stream analysis". Explain the applications of click stream analysis in customer services management.
5. Enumerate the classification of services offered to customers. Explain their nature and characteristics.

6. Describe the factors determining the customer's satisfaction in a business.
7. What are the measures should be followed to balance demand and capacity of a tourism service? Discuss.
8. Elucidate the features attracting the customers towards tourism products.
9. Illustrate the methods of improving the service quality in tourism operations.
10. How to avoid and rectify the faults arouse in service delivery of tourism operations? Discuss.

**LEGAL FRAMEWORK FOR TOURISM AND HOTEL
INDUSTRY**

(For those who joined in July 2013 and after)

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

(5 × 20 = 100)

7. How do hotels resolve various contractual disputes without having to approach the legal system for their redressal?
8. Write a brief note on the terms of the contract of employment.
9. Explain the duties imposed by the HSWA 1974 in detail.
10. Enumerate the institutional of health and safety at in brief.

1. Narrate the important guidelines for recognition as an approved travel agency.
2. Explain the guidelines for approval and recognition of a tour operator.
3. Describe briefly the legal requirements as applied to the hotel business.
4. Give a brief description about the laws coursing tourist guides.
5. Describe in detail about the licenses required to open a restaurant.
6. What are the behavioural traits of an intoxicated customers? Discuss in detail.

HOTEL FACILITY MANAGEMENT

(For those who joined in July 2013 and after)

Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

(5 × 20 = 100)

1. Describe the procedures involved in bidding of awarding contracts in hotel industry.
2. Enumerate the steps and methods adopted in executing planning process in hotels.
3. Explain the qualities of Brand Management.
4. Elucidate about the areas and sections of hotels which need facility planning and designing.
5. Explain the factors to be considered while planning and designing an environment of work place.
6. How will you calculate the space requirements of different departments of hotel? Explain the general points to be observed.

7. Discuss the methods of designing and planning a restaurant of a 5 star hotel. Explain the factors to observed.

8. Elucidate the space requirement of kitchen pantry. How will you estimate the space requirements? Explain.

9. What are the specific and importance space requirement of airline catering organisation? Discuss.

10. Draw a model layout of an inplant cafeteria and explain in detail about its specifications.