

BUSINESS COMMUNICATION

(For those who joined in July 2008 and after)

Time : Three hours Maximum : 100 marks

PART A — (5 × 5 = 25 marks)

Answer any FIVE of the following questions.

1. What do you understand by business communication and its objectives?
2. State the steps to be followed in effective writing.
3. How would you make effective status enquiry?
4. Define press report.
5. Write a short note on video conferencing in modern communication.
6. Bring out the objectives of status enquiry.
7. List out different forms of communication.

PART B — (5 × 15 = 75 marks)

Answer any FIVE of the following questions.

8. Explain the salient features of communication process.
9. What are steps to adopted in effective writing? Discuss.
10. Describe the importance of salutation and complimentary close in a business letter.
11. Write a letter of application for the post of sales executive manager in tourism corporation.
12. Explain the purpose of report of the managing committee.
13. Examine the significance of Insurance Correspondence.
14. Critically analyse the modern communication methods in business communication.

PRINCIPLES AND PRACTICES OF TOURISM

Time : Three hours Maximum : 100 marks

SECTION A — (5 × 5 = 25 marks)

Answer any FIVE questions in not exceeding 200 words each.

1. Point out the components of tourism.
2. Briefly explain the significance of tourism.
3. Define tourism organisation.
4. Bring out the tourism planning in India.
5. How to make effective publicity in tourism?
6. Trace the evolution of tourism.
7. State the economic significance of tourism.

SECTION B — (5 × 15 = 75 marks)

Answer any FIVE questions in not exceeding 600 words each.

8. Explain the evolution of tourism in India.
9. Find out the Indian trends of tourism.

10. Discuss the tourism organisations in our mother land.
11. Describe the components of National plans in tourism.
12. Analyse the elements of tourism traffic product.
13. Examine the importance of tourism market in India.
14. Note down the socio – cultural significance of tourism.

TRAVEL MANAGEMENT

Time : Three hours

Maximum : 100 marks

PART A — (5 × 5 = 25 marks)

Answer any FIVE questions in not exceeding 200 words each.

1. How are the travellers maintain their accounts? Explain.
2. Write a brief note on 'Travelling Motivation'.
3. State the procedure in setting up of a travel agency.
4. List out the travel documents and explain any two in detail.
5. What do you mean by 'carrier codes'? How they are useful in travel industry.
6. Explain about 'The Amtrak System' in rail and coach travel.
7. Bring out the key benefits of Cruise.

PART B — (5 × 15 = 75 marks)

Answer any FIVE questions in not exceeding 600 words each.

8. Discuss the technological changes and their effect on travel and tourism industry.
 9. Outline the impact of world war on transport system.
 10. Export the organizational structure of a travel/tour company and explain the functions of them.
 11. Write an essay on the present day's World Travel Industry.
 12. What do you mean by Airfare? Explain the procedures in obtaining Airline tickets.
 13. Describe the development of coach travel and explain about the motor coach industry.
 14. Discuss the role of Travel Trade Associations in the development of global travel and tourism industry.
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HERITAGE TOURISM IN INDIA

Time : Three hours

Maximum : 100 marks

PART A — (5 × 5 = 25 marks)

Answer any FIVE questions in not exceeding
200 words each.

1. Give an account of the Western Ghats.
2. Describe the diverse nature of the Indian people.
3. List the Buddhist heritage centres in India.
4. Write a note on Tirumalai Nayak Mahal at Madurai.
5. What do you know about the Pandya art heritage?
6. Bring out the tourism significance of the Islamic pilgrim centres of North India.
7. Bring out the interrelations between tourism and national parks of India.

PART B — (5 × 15 = 75 marks)

Answer any FIVE questions in not exceeding
600 words each.

8. Elaborately discuss the definition and scope of heritage tourism.
9. Give an account of the influence of seasons on India tourism.
10. Write an essay on the Jain monuments of India.
11. Point out the tourism related Islamic monuments of India.
12. Trace the tourism significance of the Pallava Monuments.
13. Examine the religious heritage of Tamil Nadu.
14. Discuss the role of the hill stations of South India in tourism.

ROOM DIVISION AND ACCOMMODATION
(HOUSE KEEPING) MANAGEMENT

Time : Three hours

Maximum : 100 marks

PART A — (5 × 5 = 25 marks)

Answer any FIVE questions in not exceeding
200 words each.

1. What are the functions of the telephone operator in a hotel?
2. Point out the social skills of receptionist in hotel.
3. Write a short notes on "reserving credit".
4. How the computer playing an important role in front office management?
5. What is meant by night auditing?
6. Describe the different types of plans offered by hotels.
7. What are the objectives and benefits of yield management?

PART B — (5 × 15 = 75 marks).

Answer any FIVE questions in not exceeding
600 words each.

8. Write an essay on the handling of room reservations in front office management.
9. "Communication is playing a vital role" in front office management – Discuss.
10. Trace the various special rates used in hotel industry.
11. What are the qualities of a good telephone operator in house keeping management?
12. Examine the furniture maintenance in hotel room accommodation management.
13. How colour emphasis the flower arrangement and bring about the importance of selection of vases?
14. Draw and explain a sample monthly room division budget report.

RESEARCH METHODOLOGY

Time : Three hours

Maximum : 100 marks

PART A — (5 × 5 = 25 marks)

Answer any FIVE questions.

1. Write a brief note on 'Research'.
2. How to formulate a research problem? Explain.
3. Write down the characteristics of secondary data.
4. List out the steps involved in sampling.
5. Write brief note on each of the following.
 - (a) Quota sampling
 - (b) Accidental sampling.
6. What are the characteristics of good classification of data?
7. Explain the process of interpretation of data.

PART B — (5 × 15 = 75 marks)

Answer any FIVE questions.

8. Describe the steps involved in research process.
9. Briefly discuss the types of tourism research.
10. What are the problems faced by a research scholar? Discuss.
11. Enumerate the methods of collection of primary data.
12. Illustrate the types of interviews.
13. Write an essay on classification of data.
14. What are the principles of data tabulation? Discuss in detail.

HOSPITALITY MARKETING MANAGEMENT

Time : Three hours

Maximum : 100 marks

PART A — (5 × 5 = 25 marks)Answer any FIVE questions, in not exceeding
200 words each.

1. Describe the organizational services in Hospitality marketing.
2. What do you mean by Hospitality management?
3. Write a short note on the marketing research.
4. Give an account of the pricing strategies in marketing.
5. Bring out the economy segment of the lodging industry.
6. What is understood by the destination merchandising?
7. Highlight the Indian styles of food service.

PART B — (5 × 15 = 75 marks)Answer any FIVE questions, in not exceeding 600 words
each.

8. Account for the various service marketing in Hospitality marketing.
9. Examine the role of marketing in strategies planning of tourism hospitality.
10. Discuss the role of market segmentation to tourism marketing.
11. Estimate the difference between products and services in Tourism marketing.
12. List the importance of distribution channels in marketing.
13. Analyse the various methods of sales force training.
14. Trace the tourism communication techniques in Hospitality marketing management.

FOOD PRODUCTION AND BEVERAGE SERVICE

Time : Three hours

Maximum : 100 marks

PART A — (5 × 5 = 25 marks)

Answer any FIVE questions in not exceeding
200 words each.

1. Write a note on the objectives of cooking foods.
2. Point out the importance of kitchen organization in a hotel.
3. Give an account of salads.
4. What are the types of stocks?
5. Bring out the essential of good control system.
6. Briefly give a note on restaurant layout.
7. What are known as Non-Alcoholic Beverage?

PART B — (5 × 15 = 75 marks)

Answer any FIVE questions in not exceeding
600 words each:

8. Write an essay on the methods of cooking in a kitchen.
9. Estimate the rôle of milk and milkproducts in cookery.

10. Trace the classification and selection factors of meat.
11. Analyse the principles of menu planning in food preparation of Indian Hotel.
12. List out the duties and responsibilities of a waiter.
13. Account for the Indian styles of food service in a restaurant.
14. Differentiate between Duplicate and Triplicate checking systems in room service.