



PAST PAPERS

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| Faculty | Department / Section/Division |
| Not Applicable | Learning Resource Centre |

Past Papers

Faculty of Management, Humanities & social Sciences
Department of Logistics & Transportation

**BMgt (Hons) in Tourism And Hospitality
Management**

End Semester Examination

(Year 3 – Semester II)

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| Document Control & Approving Authority | Senior Director – Quality Management & Administration |
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Faculty of Management and Social Sciences
Department of Management and Business Studies
BMgt Hons in Tourism and Hospitality Management
Course CODE: BMgt 556



Year 3 Semester II
SEMESTER END EXAMINATION
Cruise Ship Tourism – THM 32123

- This paper consists of EIGHT(08) questions on THREE (03) pages.
- Answer FIVE (05) questions including question 01.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly.
- Formulae sheet and three statistical tables are attached.

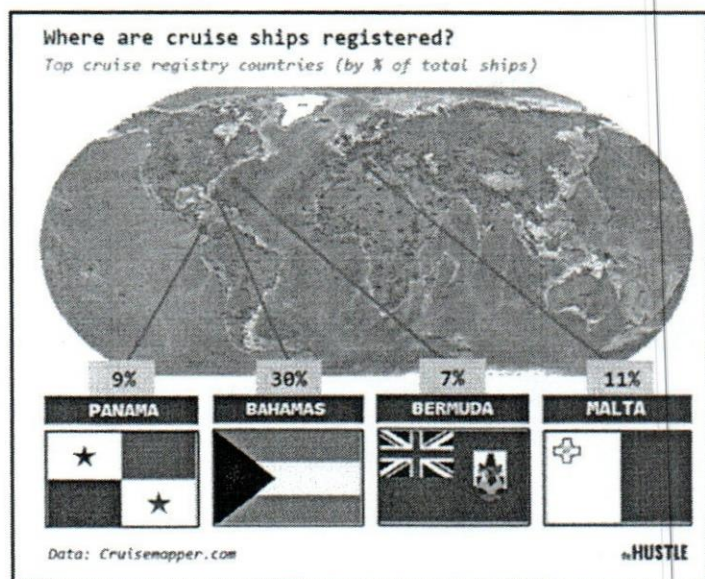
Date: 2022.03.19

Pass mark: 40%

Time: 03 Hours

Question 01 (Compulsory)

Refer the below image to answer the questions:



- 1.1. Briefly elaborate the concept of "Flags of Convenience" (05 Marks)
- 1.2. Give two practical examples for the above concept (05 Marks)
- 1.3. Discuss whether you agree or disagree with the statement, "Sailing under flags of convenience enhances to enjoy a more relaxed regulatory structure"? (10 Marks)



Faculty of Management and Social Sciences
 Department of Management and Business Studies
 BMgt Hons in Tourism and Hospitality Management
 Course CODE: BMgt 556

Question 02

- 2.1. Briefly discuss about the future trends of the LGBT cruise market (10 Marks)
- 2.2. Explain how the components of a cruise ship holiday be pull factors in attracting the visitors (10 Marks)

Question 03

- 3.1. Discuss about the general types of cruises taken in the world (10 Marks)
- 3.2. Briefly describe about any five general rules to be followed on a cruise ship (10 Marks)

Question 04

- 4.1. Discuss whether for or against about the statement, "the labor market of the cruise ship tourism industry undergo through many challenges" (10 Marks)
- 4.2. Discuss whether you agree or disagree with the below statement:
 "Cruising is becoming increasingly more popular, especially with younger customers booking. There are now over 25 million passengers setting sail per year. According to Vox; "the ships heavy use of fossil fuels means that someone on a seven-day cruise produces the same amount of emissions as they would during 18 days on land. They can also damage fragile ocean ecosystems, due to practices like irresponsible disposal of sewage." (10 Marks)

Question 05

- 5.1. What is a Tour Itinerary? Briefly describe (05 Marks)
- 5.2. Prepare a Cruise Tour Itinerary for 04 days and 03 nights. (15 Marks)

Question 06

- 6.1. Briefly describe the concept of Sustainability (05 Marks)



Faculty of Management and Social Sciences
Department of Management and Business Studies
BMgt Hons in Tourism and Hospitality Management
Course CODE: BMgt 556

6.2. "Modern day cruise ships are powerhouses of innovation brimming with cutting-edge technologies. The entire shipping industry benefits from the early adoption by cruise lines of new technologies that did not exist five to ten years ago. Examples include use of LNG as fuel and the introduction of the first LNG-propelled cruise ship, exhaust gas cleaning systems, advanced wastewater purification systems, air lubrication systems and special paint coatings to reduce fuel consumption, energy-efficient engines, the use of shore-side power, and much more". Do you agree with this statement or not? Justify your answer. (15 Marks)

Question 07

Do you think that the digitalization is a positive impact towards cruise ship tourism development? Justify your answer. (20 Marks)

Question 08

8.1. Identify the strengths, weaknesses, Opportunities and threats for the operation of cruise ship tourism in Sri Lanka. (10 Marks)

8.2. Describe about the future of Cruise ship Tourism by taking the post Covid situation into consideration. (10 Marks)

-----END OF THE QUESTION PAPER-----



Faculty of Management and Social Sciences
Department of Management and Business Studies
BMgt Hons in Tourism and Hospitality Management
Course CODE: BMgt 556/557

Year 3 Semester II
SEMESTER END EXAMINATION
TRAVEL MANAGEMENT – THM 32133

- This paper consists of EIGHT (08) questions on THREE (03) pages.
- Answer FIVE (05) questions including question 01.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly.

Date: 2022.03.23

Pass mark: 40%

Time: 03 Hours

Question 01: (Compulsory)

According to the World Travel and Tourism Council (WTTC), domestic tourism accounted for 73% of total travel and tourism spending globally in 2018. Many countries use domestic tourism as a tool to reduce poverty, generate employment, generate income for people, and contribute to overall economic growth. Hence, amid the battle against Covid-19, domestic tourism may serve as a lifeline for industry stakeholders. With the continuing pandemic threat still raging throughout the world, the health restrictions will be enforced perhaps till the danger completely settles down. Although the forecasts of the Sri Lankan leisure industry experts are entirely optimistic to predict that by late 2022 Sri Lanka will be at one of the top slots as a destination, the related businesses must survive until then. Domestic tourism not only increases destination value to the locals but also helps to develop the industry as a whole in the long run. As Sri Lanka experienced on several recent occasions, particularly, during national crises where foreign tourists stay away, domestic tourism can act as a lifeline for stakeholders. Therefore, domestic tourism must have long-term promotion plans at the national level, going beyond the existing short-term crisis management.

- a. What is Domestic Tourism (02 Marks)
- b. What are the advantages of promoting Domestic tourism in a developing country? (06 Marks)
- c. What are the strategies we can implement to develop Domestic tourism in Sri Lanka during post COVID 19. (06 Marks)
- d. Discuss the adverse effects of Overdependence in inbound tourism. (06 Marks)

Question 02

- a. Who is a Travel Agent? (02 Marks)
- b. Briefly explain the tasks of a travel agent (08 Marks)
- c. Name 5 stakeholders in Tourism and briefly explain their role of how they contribute to the industry. (10 Marks)

Question 03

Travel management is a specialism, which is based around organizing corporate travel, tracking various travel expenses and devising a comprehensive travel strategy. Travel Management companies play a major role in handling the tours in a methodical manner which provides the travellers a delightful experience

- a. How to handle the guest complaints in a travel management company (10 Marks)
- b. In your view, what are the benefits of using a Travel Management Company (TMC) to a traveler (10 Marks)

Question 04

- a. What are the two types of travel agencies (02 Marks)
- b. Briefly explain the meaning of each agency with an example (06 Marks)
- c. Identify seven functions of a travel agency and briefly explain each of them (07 Marks)
- d. Briefly explain the First Travel Agency in history (05 Marks)

Question 05

- a. What is a Travel Management System? (05 Marks)
- b. Identify at least seven benefits of using a TMS in an organization and briefly explain each of them (15 Marks)

Question 06

Write short notes on the followings

- a. Accessibility component
- b. Outbound Tourism
- c. 24/7 customer care support in TMCs
- d. Amenities component (20 Marks)

Question 07

Discuss the positive and negative impacts of Seasonality factor in the Tourism industry and explain the ways to mitigate it. How can a travel management organization can contribute to this? (20 Marks)

Question 08

With advanced technology, there are various upcoming trends in tourism, mainly due to the change of needs and wants of people. Travel management companies must seek the advantage of using technology and they must adopt the technology to their organization.

- Discuss the future trends of travel management organizations. (20 Marks)

-----END OF THE QUESTION PAPER-----

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BMgt Hons in Tourism and Hospitality Management
Course CODE: BMgt 556



Year 3 Semester II
SEMESTER END EXAMINATION
Cruise Operations Management I – THM 32133

- This paper consists of EIGHT (08) questions on THREE (03) pages.
- Answer FIVE (05) questions including question 01.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
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- Write legibly.

Date: 2022.03.23

Pass mark: 40%

Time: 03 Hours

Question 01: (Compulsory)

Positioning a shore excursion is very important.

- a) Explain importance of positioning shore excursions with three (3) reasons?
(10 Marks)
- b) Planning shore excursions happens much ahead of operations date. Explain challenges arising from the same.
(10 Marks)

Question 02

Cruising has evolved from way of transport into a a very diversified leisure tourism industry.

- a) Explain the evolution of cruising image after WWI. (06 Marks)
- b) Explain 2 major criticisms cruise industry face modern day (08 Marks)
- c) Mention 3 different cruise brands with its country of origin (06 Marks)

Question 03

Cruising is a blend of two different industries, namely Maritime & Tourism industries.

- a) Explain two (02) major divisions on a cruise ship (08 Marks)
- b) Mention the head of department & explain two (02) key responsibilities of the Deck

Faculty of Management and Social Sciences
Department of Management and Business Studies
BMgt Hons in Tourism and Hospitality Management
Course CODE: BMgt 556

department.

(06 Marks)

- c) Purser is an important role in a cruise ship. Explain the job role of the purser's department

(06 Marks)

Question 04

Modern day Cruise ships have become tourist destination itself & therefore consist of comprehensive hotels in them.

- a) On top of traditional departments in a hotel, they have few additional departments. Identify two (02) of those departments & explain their key functions. (10 Marks)
- b) Generally, the working environment onboard is tense. Please explain briefly three (03) key factors contributing to the same. (06 Marks)
- c) Discuss challenges in managing multicultural crew. (04 Marks)

Question 05

Many tourist destinations around the world wish to become a cruise destination to be a part of cruise industry's success.

- a) Describe two (02) important characteristics of cruise destination. (08 Marks)
- b) What makes a good port of call? Explain three (03) key factors of a good cruise port (12 Marks)

Question 06

Cruise liners offer varied products on landside.

- a) Describe three (03) shoreside Cruise products. (06 Marks)
- b) Describe the two main activities of a passenger exchange/turnaround (04 Marks)
- c) Explain the challenges in planning & handling passenger exchange. (10 Marks)

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Department of Management and Business Studies
BMgt Hons in Tourism and Hospitality Management
Course CODE: BMgt 556

Question 07

Cruise Tourism is a rapidly growing sector of modern tourism industry. Since its inception 200 years ago, it has come a long way & grown into an important sector of tourism.

- a) Mention two (02) key moments of Cruising history & explain each of those. (04 Marks)
- b) Mention four (04) factors which can be used to differentiate cruises. (16 Marks)

Question 08

Any Cruise vacation starts with finding a fitting cruise program at right price. Finding a fitting cruise program at right price can be done through a cruise travel agency or direct on-line.

- a) Mention three (3) important reasons for booking cruise vacation through a travel agency (06 Marks)
- b) What are the "pros" & "cons" of booking cruise vacation direct on-line. Explain two (02) of each. (08 Marks)
- c) Explain the difference between cruise operator & cruise travel agent (06 Marks)

-----END OF THE QUESTION PAPER-----



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Faculty of Management and Social Sciences
Department of Management and Business Studies
BMgt (Hons.) in Tourism and Hospitality Management
Course CODE: BMgt 556



Year 3 Semester 2

END SEMESTER EXAMINATION

Research Methodology – THM 3216

- This paper consists of SEVEN (07) questions on FIVE (05) pages.
- Answer FOUR(04) questions including question 01.
- Only Non-programmable calculators are allowed.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly.

Date: 2022.03.09

Pass mark: 40%

Time: 02 Hours

Question: 01

Multiple Choice

For each question there are four possible answers A, B, C and D. Choose the one you consider correct and record your choice in the given sheet.

Each correct answer will score 2.5 marks. A mark will not be deducted for a wrong answer.

- 1) Research is basically,
 - a) A methodology of enquiry
 - b) Search of truth
 - c) A systematic exploration of facts
 - d) All of the above



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Course CODE: BMgt 556

- 2) Which of the following is the Objective of the Research?.
- a) To become familiar with a phenomenon
 - b) To test a hypothesis of a causal relationship between variables
 - c) To determine the frequency with which something occurs or with it is associated with something else.
 - d) All of the above
- 3) A Hypothesis is a,
- a) Tentative statement whose validity is still to be tested
 - b) Supposition which is based on the past experiences
 - c) Statement of fact
 - d) All of the above
- 4) Mean, Variance and Standard Deviation are :
- a) Tools of Descriptive statistics
 - b) Tools of Inferential Statistics
 - c) Ways of sampling
 - d) Ways of collecting data
- 5) Can a Research problem be stated?.
- a) By putting forward a question
 - b) Making a statement which is declarative in nature
 - c) Both 'A' and 'B'
 - d) None of the above



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Faculty of Management and Social Sciences
Department of Management and Business Studies
BMgt (Hons.) in Tourism and Hospitality Management
Course CODE: BMgt 556

- 6) A Null Hypothesis is,
- a) Hypothesis of no difference
 - b) Hypothesis that assigns value of zero to the variable
 - c) Hypothesis of zero significance
 - d) None of the above
- 7) Which of the following is NOT an essential element of report writing?
- a) Research Methodology
 - b) Reference
 - c) Conclusion
 - d) None of these
- 8) Which of the following is a step of research design?.
- a) Defining the problem and formulating a hypothesis
 - b) Collecting data
 - c) Drawing inferences from the data
 - d) All of the above
- 9) Questionnaire is a :
- a) Research method
 - b) Measurement technique
 - c) Data analysis technique
 - d) Tool for data collection
- 10) Which of the following is a non-probability sampling method?.
- a) Simple random sampling



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Course CODE: BMgt 556

- b) Systematic sampling
- c) Cluster sampling
- d) Quota sampling

Question: 02

- a) Briefly explain the term of "Research Methods" with the aid of an example.
(05 Marks)
- b) Briefly explain the significance of the Research Gap and the Significance of a setting a main objective of a research study.
(06 Marks)
- c) Identify the difference between Drawback of the study and Limitations of the study.
(06 Marks)
- d) How do you identify the significance of the research study. Imagine a Hypothetical study and explain your answer.
(08 marks)

Question: 03

- a) Briefly explain the Process of a Research with the aid of an example. (06 Marks)
- b) Define the term of "Explanatory Study" with the aid of an example. (06 marks)
- c) Identify the significance of an Applied Research with the aid of an example.
(06 Marks)
- d) "Snowball sampling is where research participants recruit other participants for a test or study". Explain the statement with the aid of a practical example in the society.
(07 Marks)



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Course CODE: BMgt 556

Question: 04

- a) Briefly explain the association of independent variables and dependent variable in relation to the conceptual framework of a research study. (06 Marks)
- b) Briefly explain the elements of methods of data collection. (06 Marks)
- c) "Conceptual Framework is the driving concept of your research" Explain your answer with the aid of an example. (07 marks)
- d) Identify the difference between Theoretical framework and Conceptual Framework of the study. (06 Marks)

Question: 05

- a) Briefly explain the Advantages and Disadvantages of a **Quantitative Research**. (06 Marks)
- b) Briefly explain the Advantages and Disadvantages of a **Qualitative Research**. (06 marks)
- c) Briefly explain the term of Triangulation with the aid of an example. (06 Marks)
- d) "A literature review is a piece of academic writing demonstrating knowledge and understanding of the academic literature on a specific topic placed in context". (07 Marks)

Question: 06

- a) What are the types of plagiarism and briefly explain them with the aid of an example. ? (05 Marks)
- b) Why does a researcher conduct a literature review. (05 Marks)



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- c) "A citation is a formal reference to a published or unpublished source that you consulted and obtained information from while writing your research paper"

Briefly explain the statement.

(05 Marks)

- d) Paraphrase the following paragraph using citation of your own.

"Most medical people despised the press, holding attitudes not totally unfamiliar today. Reporters tended to be suckers for every quack, half-quack, over-eager scientist, or naive country doctor who thought he had a serum to cure tuberculosis, a herbal remedy for cancer, or a new surgical procedure to rejuvenate the aged. When the newspapers were not wasting space on undeserving medical stories, they were over-playing legitimate news, getting their facts wrong, and generally making a nuisance of themselves interfering in the lives and practices of busy professionals.

Doctors' deep suspicion of what they read in the newspapers and even in the less-carefully edited of the medical journals, helps to explain some of the early skepticism about insulin in countries like Britain: Oh, the Americans are always curing everything; this week it's diabetes. Even in Canada and the United States it was some months before there was enough confirmation of the unlikely news from Toronto to convince wire services and the more skeptical doctors and editors that insulin was, indeed, the real thing."

(10 Marks)



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Faculty of Management and Social Sciences
Department of Management and Business Studies
BMgt (Hons.) in Tourism and Hospitality Management
Course CODE: BMgt 556

Question: 07

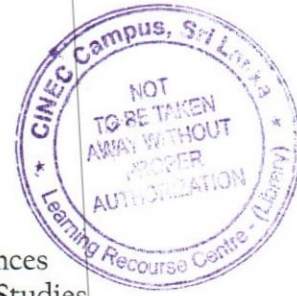
- a) Where does the conceptual framework of a study fit ?. Briefly explain (05 Marks)
- b) Identify the difference between **Nominal Scale** and **Ordinal Scale** with the aid of an example. (05 Marks)
- c) Identify the difference between **Ratio Scale** and **Interval Scale** with the aid of an example. (05 Marks)
- d) Define the term of "Census" with the aid of an example. (04 Marks)
- e) "A reference list is a list of the publication information for the sources you've cited in your paper and is intended to give your readers all the information they need to find those sources.". Identify the term of Reference and highlight the significance of referencing in a referencing study. (06 Marks)

-----END OF THE QUESTION PAPER-----



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Faculty of Management and Social Sciences
Department of Management and Business Studies
BMgt (Hons.) in Tourism and Hospitality Management
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Year 3 Semester 2

END SEMESTER EXAMINATION

Research Methodology – THM 3216

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Date: 2022.03.09

Pass mark: 40%

Time: 02 Hours

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BMgt (Hons.) in Tourism and Hospitality Management
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Department of Management and Business Studies
BMgt (Hons.) in Tourism and Hospitality Management
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Department of Management and Business Studies
BMgt (Hons.) in Tourism and Hospitality Management
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- b) Systematic sampling
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Question: 02

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Faculty of Management and Social Sciences
 Department of Management and Business Studies
 BMgt (Hons.) in Tourism and Hospitality Management
 Course CODE: BMgt 556

Question: 04

- a) Briefly explain the association of independent variables and dependent variable in relation to the conceptual framework of a research study. (06 Marks)
- b) Briefly explain the elements of methods of data collection. (06 Marks)
- c) "Conceptual Framework is the driving concept of your research" Explain your answer with the aid of an example. (07 marks)
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Faculty of Management and Social Sciences
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BMgt (Hons.) in Tourism and Hospitality Management
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- c) "A citation is a formal reference to a published or unpublished source that you consulted and obtained information from while writing your research paper"

Briefly explain the statement.

(05 Marks)

- d) Paraphrase the following paragraph using citation of your own.

"Most medical people despised the press, holding attitudes not totally unfamiliar today. Reporters tended to be suckers for every quack, half-quack, over-eager scientist, or naive country doctor who thought he had a serum to cure tuberculosis, a herbal remedy for cancer, or a new surgical procedure to rejuvenate the aged. When the newspapers were not wasting space on undeserving medical stories, they were over-playing legitimate news, getting their facts wrong, and generally making a nuisance of themselves interfering in the lives and practices of busy professionals.

Doctors' deep suspicion of what they read in the newspapers and even in the less-carefully edited of the medical journals, helps to explain some of the early skepticism about insulin in countries like Britain: Oh, the Americans are always curing everything; this week it's diabetes. Even in Canada and the United States it was some months before there was enough confirmation of the unlikely news from Toronto to convince wire services and the more skeptical doctors and editors that insulin was, indeed, the real thing."

(10 Marks)



CINEC Campus

Faculty of Management and Social Sciences
Department of Management and Business Studies
BMgt (Hons.) in Tourism and Hospitality Management
Course CODE: BMgt 556

Question: 07

- a) Where does the conceptual framework of a study fit ?. Briefly explain (05 Marks)
- b) Identify the difference between **Nominal Scale** and **Ordinal Scale** with the aid of an example. (05 Marks)
- c) Identify the difference between **Ratio Scale** and **Interval Scale** with the aid of an example. (05 Marks)
- d) Define the term of "Census" with the aid of an example. (04 Marks)
- e) "A reference list is a list of the publication information for the sources you've cited in your paper and is intended to give your readers all the information they need to find those sources.". Identify the term of Reference and highlight the significance of referencing in a referencing study. (06 Marks)

-----END OF THE QUESTION PAPER-----

Faculty of Management and Social Sciences
Department of Management and Business Studies
BMgt Hons in Tourism and Hospitality Management
Course CODE: BMgt 556/557

Year 3 Semester II
SEMESTER END EXAMINATION
Tour Guiding and Package Designing – THM 32203

- This paper consists of EIGHT questions on THREE (03) pages.
- Answer FIVE (05) questions including question 01.
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- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly.
- Formulae sheet and three statistical tables are attached.

Date: 2022.03.11

Pass mark: 40%

Time: 03 Hours

Question 01 (Compulsory)

Tour guides lead visitors, individually or in groups, on tours. Tour guides ensure that itineraries are met and that customers are informed in an entertaining manner about the location they are touring. They are also responsible for ensuring the safety of the group and ensuring that tour groups remain together. Tour guides are employed by tour companies, resorts and attractions. Tour guides handle a few or several tourists at any given time. A quality tour guide should show accurate and significant knowledge, all while providing a simple and engaging experience for guests. Guides help to add a personal touch and influence visitors' experience. Tour guides should maintain rapport by always displaying a professional attitude. Even when not working, quality guides exhibit behaviors that are representative of who they are. Regardless of your destination, great tour guides utilize their qualities to ensure their guests have memorable tours.

- a. A Tourist guide is considered as an "Unofficial Ambassador of a country". Do you agree? Why? Why not? (10 Marks)

Faculty of Management and Social Sciences
Department of Management and Business Studies
BMgt Hons in Tourism and Hospitality Management
Course CODE: BMgt 556/557

- b. What are the unforeseen sudden incidents that might occur during a trip with a group of tourists? How to face them? What are the precautions to be taken by a Tourist Guide? (10 Marks)

Question 02

- a. Write the definition of a "Tour Guide" according to The World Federation of Tourist Guides Associations? (05 Marks)
- b. What is professionalism in Tour guiding? (05 Marks)
- c. Briefly Explain how a tour guide can ensure environmental responsibility in responsible tour guiding. (10 Marks)

Question 03

- a. What is a tour Package? (02 Marks)
- b. Briefly explain the advantages of having a tour package for a traveler. (02 Marks)
- c. Briefly explain 4 factors affecting tour package formulation (08 Marks)
- d. Briefly explain the difference between the incentive tour and the independent tour using an example. (08 Marks)

Question 04

- a. Name the 5 types of tour guides in the Sri Lankan context (05 Marks)
- b. Define who is a Chauffeur tour guide (05 Marks)
- c. Explain the difference between a national tour guide and an excursion tour guide. (05 Marks)
- d. Briefly explain the global code of ethics for Tourism in your own words. (05 Marks)

Faculty of Management and Social Sciences
Department of Management and Business Studies
BMgt Hons in Tourism and Hospitality Management
Course CODE: BMgt 556/557

Question 05

- a. Briefly explain the meaning of a loop itinerary with an example. (05 Marks)
- b. What is the importance of having a tour itinerary? (05 Marks)
- c. Prepare a model tour itinerary for a local tour in your country (any province of your choice) for 5 Nights/6 Days. Follow all the procedures and formulation process. (10 Marks)

Question 06

Tour guiding is an occupation which requires a lot of soft skills. Discuss **ten** significant qualities required by a tour guide when dealing with different tourists using examples. (20 Marks)

Question 07

Elaborate on the duties and responsibilities of a tourist guide before, during and after the trip. (20 Marks)

Question 08

Imagine you are a tour guide and you have taken a set of foreign tourists to Kandy city of Sri Lanka, write a summary of what you would interpret in front of them to make them feel pride of the marvelous creations of Sri Lankan history. (20 Marks)

-----END OF THE QUESTION PAPER-----

Faculty of Management and Social Sciences
Department of Management and Business Studies
BMgt Hons in Tourism and Hospitality Management
Course CODE: BMgt 556/557



Year 3 Semester II
SEMESTER END EXAMINATION
Cruise Passenger Behaviour and Customer Service – THM 32143

- This paper consists of EIGHT questions on THREE (03) pages.
- Answer FIVE (05) questions including question 01.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly.
- Formulae sheet and three statistical tables are attached.

Date: 2022.03.11

Pass mark: 40%

Time: 03 Hours

Question 01 (Compulsory)

Answer each question in brief (100- 200 words)

(4*5= 20 Marks)

1.1 What is the definition of Cruise Holiday?

1.2 Brand Equity is the Added Value on Products and Services, and It Does Not reflect the Customer Thinking. Do you Agree or Disagree? Justify your answer?

1.3 Explain the Component of the Brand Pyramid referring to Cruise Branding?

1.4 Availability is Part of the "Process of Consumer Decision Making" Is this statement is true or false?

A. True

B. False

Faculty of Management and Social Sciences
Department of Management and Business Studies
BMgt Hons in Tourism and Hospitality Management
Course CODE: BMgt 556/557

1.5 In which Zone most of the Cruise Attractions are positioned?

- i. Internal waters
- ii. Territorial Waters
- iii. Contiguous Zone
- iv. Exclusive Economic Zone

- A. I Only
- B. I and II
- C. III Only
- D. IV Only

Question 02

Explain the conduct of Five Forces in Tourism Products with special reference to Five Star Hotels in Colombo.

World Count 500-750 (20 Marks)

Question 03

Develop a SWOT analysis for Yacht-whale watching services in the coastal line and provide suggestions to improve?

World Count 500-750 (20 Marks)

Question 04

Discuss the importance of developing a Revenue Management strategy for a Cruise line to achieve better cabin factors which could lead to manage cost and increase revenue.

World Count 500-750 (20 Marks)

Faculty of Management and Social Sciences
Department of Management and Business Studies
BMgt Hons in Tourism and Hospitality Management
Course CODE: BMgt 556/557

Question 05

Customer Service is the ability to provide a service or product in the way that it has been promised. Explain the significance of quality customer service with reference to cruise industry.

World Count 500-750 (20 Marks)

Question 06

Explain the use of marketing tools in promoting Cruise Tourism Products?

World Count 500-750 (20 Marks)

Question 07

State styles of on-board facilities and Give a brief introduction about different standard cabins. Identify special facilities needed for passengers with specific requirements.

World Count 500-750 (20 Marks)

Question 08

Discuss with examples on the best practices that need to follow by the employees in a cruise ship with reference to customer service and safety.

World Count 500-750 (20 Marks)

-----END OF THE QUESTION PAPER-----



Faculty of Management and Social Sciences
Department of Management and Business Studies
BMgt Hons in Tourism and Hospitality Management
Course CODE: BMgt 556

Year 3 Semester II
SEMESTER END EXAMINATION
Travel and Tour agency operations- THM 32193

- This paper consists of EIGHT(08) questions on FIVE (05) pages.
- Answer FIVE (05) questions including question 01.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly.
- Formulae sheet and three statistical tables are attached.

Date: 2022.03.13

Pass mark: 40%

Time: 03 Hours

Question 01: (Compulsory)

- Define what is travel agency according to your opinion? (03 Marks)
- Shortly discuss basic types of travel agencies available in the Sri Lankan tourism industry? (04 Marks)
- Why travel agency is known as the 'image builder' of a country? Briefly discuss? (04 Marks)
- Highlight 05 characteristics of Tour Operators in Sri Lanka. Shortly explain above? (05 Marks)
- Briefly discuss 04 factors why having a travel itinerary is Important to tourists? (04 Marks)

Question 02

Customer comments and complaints given to the company are an important resource for improving and addressing the needs and wants of the customer.

- Shortly discuss the issues arising when you collect feedback from tourists after the

tour. (05 Marks)

- ii. "Customer feedback is important for travel agency business" Do you agree with the statement? Develop practical and suitable examples to prove your answer.

(15 Marks)

Question 03

- i. Travel during the new normal situation in Sri Lanka is more advanced than the previous. Are you satisfied with current Safety Protocols for travelers' safety and security? Make sufficient arguments to prove your answer. (10 Marks)
- ii. Briefly explain the 05 main functions and services of a Travel Agency? (10 Marks)

Question 04

- i. Make a list of the tourism stakeholders? (05 Marks)
- ii. Develop and shortly explain sample organizational structure for a medium-scale travel agency? (05 Marks)
- iii. Explain the importance of maintaining relationships with tourism stakeholder associations and committees. Use national and international examples to justify your answer? (10 Marks)

Question 05

Assume you are a small-scale web-based tourism entrepreneur. You are conducting your online travel agency well. You need to get the registration and license.

Explain how you can obtain the registration and license certificate from Sri Lanka Tourism Development Authority. Discuss Minimum requirements for the registration of a business of a travel agent? (20 Marks)

Faculty of Management and Social Sciences
Department of Management and Business Studies
BMgt Hons in Tourism and Hospitality Management
Course CODE: BMgt 556

Question 06

- i. List down features of tour operators' reservation software? (05 Marks)
- ii. Develop sample structure of manual hotel room reservation vouchers? (05 Marks)
- iii. We can identify 02 main types of travel itineraries that use travel agents. Shortly explain the concepts of those 02 types? (10 Marks)

Question 07

- i. Define what is the travel inquiry? (03 Marks)
- ii. Imagine yourself as an eco-friendly traveler, you want to spend a holiday in Sri Lanka. Develop an inquiry that you want to share with your travel agent by mentioning your requirements for 07 Days (07 Marks)
- iii. Shortly explain 05 most suitable Pricing Structures that can be used in Sri Lankan travel agencies? (10 Marks)

Question 08

- i. Assume you are a **tour executive** at the **ABC Company**. You received the below tour inquiry from the client (**Mr. Daniel Craig**). Based on the given information, prepare the first part of **costing** for the requested tour package.
 - Tour start date - 2022/01/01
 - Tour end date - 2022/01/04
 - Tourists group - 02 members
 - Half Board basis accommodations
 - Tour route & activities

Faculty of Management and Social Sciences
Department of Management and Business Studies
BMgt Hons in Tourism and Hospitality Management
Course CODE: BMgt 556

Day 01: BIA - Negombo (80km)

Day 02: Negombo - Dambulla (230km) (Sigiriya, Minneriya Safari)

Day 03: Dambulla - Kandy (120 km) (Temple of tooth, Peradeniya Royal botanical garden, Cultural show)

Day 04: Kandy - BIA (150km)

Table 8:1 - Accommodation cost

| Location | Hotel Name | 01 DBL room HB rate | Guide accommodation |
|----------|-------------|---------------------|---------------------|
| Negombo | Goldi sands | 100 USD | No |
| Dambulla | Amaya lake | 110 USD | Provide free basis |
| Kandy | Ozo Kandy | 120 USD | Provide free basis |

- Guide accommodation charge in Negombo = 15 USD

Calculate the **accommodation charges** for the tour?

(10 Marks)

Table 8:2 - Cost

| | Guest |PAX | Cost by | | Option: | | | |
|-----|-------|-----------|----------|-------|---------|-----|----------|-----------|
| | Date |Room | Tour No | | | | | |
| | | KM's | | | USD | USD | | |
| Day | Date | Itinerary | Mileages | Hotel | Basis | DBL | Total \$ | Guide Ac. |
| 1 | | | | | | | | |
| 2 | | | | | | | | |

Faculty of Management and Social Sciences
Department of Management and Business Studies
BMgt Hons in Tourism and Hospitality Management
Course CODE: BMgt 556

| | | | | | | | | |
|---|--|----------------------|-------|--|--------------|-------|-------|-------|
| 3 | | | | | | | | |
| 4 | | | | | | | | |
| 5 | | | | | | | | |
| | | Total mileage | | | Total | | | |

ii. Briefly discuss the 05 Departments of a tourism business (travel agency) that you can identify. Mention duties and responsibilities above-mentioned departments?

(10 Marks)

-----END OF THE QUESTION PAPER-----

Faculty of Management and Social Sciences
Department of Management and Business Studies
BMgt Hons in Tourism and Hospitality Management
Course CODE: BMgt 556



Year 3 Semester II
SEMESTER END EXAMINATION
Essentials Skills at Sea - THM 32152

- This paper consists of SEVEN (07) questions on SIX (06) pages.
- Answer FOUR (04) questions including question 01.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly.

Date: 2022.03.13

Pass mark: 40%

Time: 02 Hours

Question 01: (Compulsory)

A. Select most appropriate answers for following multiple-choice questions.

a) _____ is caused by prolonged exposures to very cold temperatures.

1. Cold shock
2. Fever
3. Hypothermia
4. Death
5. Dehydration

b) What is the only good acceptable reason for not wearing a life jacket when you are on a boat?

1. There is no good excuse
2. There is an adult nearby
3. You know how to swim
4. The boat is not moving

c) What does mean by CPR under Sea Survival Techniques?

1. Cold Peter Rule
2. Constructive Pressure Regulator
3. Cardiopulmonary Resuscitation
4. Cardio Pressure Reader

d) Which of these items will protect you from drowning?

1. A pool noodle
2. A life jacket
3. An inner tube
4. All of the answers here

e) What is the correct combination of yacht types?

1. Sailing, VLCC, Express Cruiser, Super
2. Open, Gulet, Sports, Catamaran
3. BIBO, Motor, Cabin Cruiser, Conventional
4. Gulet, Panamax, RO RO, Luxury

(02 Marks*5 = 10 Marks)

B. Read the following case study carefully and this activity is to rank the fifteen items (give number) in terms of their significance to survival. Place the number 1 by the most essential item, the number 2 by the second most essential, likewise up to 15, the least necessity.

You are on board a private boat in the South Pacific. A fire/burning occurred from an unknown origin, much of the boat and its parts have been destroyed. The boat is now slowly sinking. Your location is uncertain because of the demolition of essential navigational equipment and because you and the crew were deflected attempting to bring the fire under control. The best confirmation in your mind is that you are roughly one thousand miles south-southwest of the nearest country. Hereby given a list of fifteen items

Faculty of Management and Social Sciences
Department of Management and Business Studies
BMgt Hons in Tourism and Hospitality Management
Course CODE: BMgt 556

that are unbroken and unblemished after the burning. Moreover, you have a functional, rubber life raft with rowers large enough to take by yourself & the crew. All parts of all survivors' pockets are a package of ciggy, several books of matches, and five one-dollar bills.

(15 Marks)

- a) Small Transistor Radio
- b) Shaving Mirror
- c) Case of Army Rations
- d) 25-liter container of Water
- e) Maps of the Pacific Ocean
- f) An ocean Fishing Kit & Pole
- g) Mosquito Netting
- h) Floating Seat Cushion
- i) Sextant
- j) 20 sq. ft. of opaque Plastic Sheeting
- k) 2 boxes of Chocolate Bars
- l) One bottle rubbing alcohol
- m) Can of Shark Repellent
- n) 15 ft. of Nylon Rope
- o) Floating Seat Cushion

Question 02

Yachts are usually large enough to have some form of sleeping quarters (cabin) on board for overnight trips as well as a kitchen (galley) and a bathroom (head). Yachts are classed by many things, including their mode of propulsion, size, style, amenities, and function. Explain general types of yachts.

(25 Marks)

Question 03

Trying to stay alive at sea during emergency situations requires a lot of hard work, perseverance and definitely a lot of patience. Before being rescued by the rescue party, one has to take-on the anger and pain of the sea and improvise on every different situation that persists.

- a) What does mean by immersion in water? (05 Marks)
- b) Illustrate what exactly are the improvised techniques of survival when in an immersion situation? (20 Marks)

Question 04

Cold environments can be wet or dry, still or windy. For each of these conditions, there is a protective antidote. For cold there is insulation, for wind there is wind proofing and for wet there is water proofing.

- a) Describe how clothing insulation happens briefly. (05 Marks)
- b) There are four basic principles to follow to keep warm. An easy way to remember these basic principles is to use the word COLDER. Elaborate each action denoting by each letter in this word. (20 Marks)

Question 05

A cell is enclosed by a plasma membrane, which forms a selective barrier that allows nutrients to enter and waste products to leave. The interior of the cell is organized into many specialized compartments, or organelles, each surrounded by a separate membrane.

- (a) Match the correct organelle with the correct description from below information provided. (10 Marks)

Organelles:

1. Mitochondria
2. Cytoskeleton
3. Ribosome
4. Cytoplasm
5. Plasma membrane
6. Vacuole

Specific Description:

- I. Translate RNA into proteins
 - II. Enclosed storage vessels which are filled with water containing inorganic and organic molecules
 - III. Separates the interior of the cell from the outside environment
 - IV. Produce energy for the cell, break down carbohydrates and some Durations lipids to form molecule ATP
 - V. Fluid part enclosed by the membrane, contains organelles
 - VI. It modifies the cell's shape and ensures mechanical resistance to deformation
- b) Explain necessities to sustain survival at sea including your own opinions & knowledge. (15 Marks)

Question 06

Drowning is the process of experiencing respiratory impairment from submersion/immersion in liquid; outcomes are classified as death, morbidity and no morbidity.

- a) Point out the signs of drowning. (05 Marks)
- b) Explain in detail of personal floatation devices (draw pictures to deliver a better answer). (20 Marks)

Question 07

Make short notes for selected two topics below

(12.5 Marks*2 = 25 Marks)

- a) Warning signs of Hypothermia
- b) Root causes for Herald of Free Enterprise disaster (6th March 1987)
- c) Main factors caused grounding of MV Rena

-----END OF THE QUESTION PAPER-----



Year 3 Semester II
SEMESTER END EXAMINATION
MICE Tourism – THM 32183

- This paper consists of EIGHT (08) questions on THREE (03) pages.
- Answer FIVE (05) questions including question 01.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly.

Date: 2022.03.15

Pass mark: 40%

Time: 03 Hours

Question 01: (Compulsory)

“Colombo International Financial City or Port City is a special economic zone and international financial center located in the heart of Colombo. It is believed that from this project, lot of opportunities for businesses and tourism industry will come up. Specially there will be vast number of opportunities to MICE tourism development.” How do you perceive the value of Port City Colombo as an iconic spot to promote MICE tourism?

(20 Marks)

Question 02

MICE tourism is one which is getting a considerable amount of attention in the present days. Although the lack of suitable infrastructure limits the country's potential to grow as a MICE tourism hub, the development which is happening across the island with showing positive outcomes which will in turn aid in the growth in MICE tourism. Comparatively to the leisure tourism MICE tourism earns a huge revenue to the country. Explain the importance and goals of MICE tourism in Sri Lanka.

(20 Marks)

Question 03

The Hospitality Industry is one of the fastest growing and changing industries worldwide. And of its aspects, MICE tourism plays a prominent role in bringing forth internal and external customers to establishments. The terminology MICE stand for Meetings, Incentive Travels, Conferences, Exhibitions and Events. Elaborate why MICE industry is considered as a separate industry using appropriate examples. (20 Marks)

Question 04

“Stakeholder management is a key determinant to the success of the convention and exhibition industry.” Identify who are the stakeholders of MICE tourism and elaborate on their impact over the MICE tourism activities using appropriate examples. (20 Marks)

Question 05

“When international tourists select Sri Lanka as a MICE Tourism destination, they follow a destination selection criterion. What they mainly look into under this selection criteria are, destination requirements, supporting infrastructure, rules, and regulations etc”. Identify different destination selection criteria for MICE Tourism and elaborate on decision making criteria of the Incentive travels. (20 Marks)

Question 06

According to the decision-making criteria of Professional Conference Organizers how do you perceive the position of Sri Lanka as a capable country to handle conferences in Sri Lanka? Do you think the requirements of PCOs are fulfilled in our country? Explain.

(20 Marks)

Question 07

“Global MICE industry is projected to reach \$ 1,439 billion in 2025. This is one of the highest revenue contributors to the travel industry.” Discuss current and future MICE tourism trends. (20 Marks)

Question 08

“Though there is high potential in promoting Sri Lanka as a MICE Tourism destination, the promotion and reachability to the potential clientele of MICE is required. Address how the Sri Lanka Conventional Bureau (SLCB) and the Destination Management Companies (DMC) can reach MICE tourists using relevant examples. (20 Marks)

-----END OF THE QUESTION PAPER-----



Faculty of Management and Social Sciences
 Department of Management and Business Studies
 BMgt Hons in Tourism and Hospitality Management
 Course CODE: BMgt 556



Year 3 Semester II
 SEMESTER END EXAMINATION
 Understanding Tourism and Cruise Industry – THM 32103

- This paper consists of EIGHT (08) questions on THREE (03) pages.
- Answer FIVE (05) questions including question 01.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly.

Date: 2022.03.15

Pass mark: 40%

Time: 03 Hours

Question 01: (Compulsory)

Cruise tourism is a luxurious form of travelling, involving an all-inclusive holiday on a cruise ship of at least 24 hours, with a set and specific itinerary, in which the cruise ship calls at several ports or cities. Cruise tourism is characterized by the concentration of large numbers of people who visit one destination at the same time. In 2019 (before the COVID pandemic), the global cruise industry welcomed 29.7 million passengers, created jobs for 1.8 million people around the world and contributed over \$154 billion to the global economy. Cruising has become the fastest growing segment in the travel industry across the world and it's no surprise with the wide variety of cruises on offer nowadays.

- Briefly explain the advantages of developing Cruise Tourism (05 Marks)
- What are the new health screening methods used in cruise ships with the COVID 19 pandemic in order to maintain the safety standard.? (05 Marks)
- Describe at least five developing trends in cruise tourism (10 Marks)

Question 02

- Briefly describe the standard components of a Cruise tour package. (05 Marks)



Faculty of Management and Social Sciences
Department of Management and Business Studies
BMgt Hons in Tourism and Hospitality Management
Course CODE: BMgt 556

- b. Describe the significant difference of Elite Cruise tour packages and festive tour packages using an example (07 Marks)
- c. Off Season Cruising is an upcoming trend. What is your view on that? (08 Marks)

Question 03

- a. Draw the employment hierarchy of a cruise ship (06 Marks)
- b. Briefly explain the benefits of working on a ship as a cruise employee (06 Marks)
- c. Identify 4 major employment positions and briefly explain their role. (08 Marks)

Question 04

- a. What are the four main types of cruise ships? (04 Marks)
- b. Define Volume Cruises using an example (04 Marks)
- c. Compare and contrast the Luxury and Specialty cruise ships (04 Marks)
- d. What are River cruises? Give examples (04 Marks)
- e. Briefly describe about the First Cruise ship in the world? (04 Marks)

Question 05

Write short notes on the following

- a. Sustainable approaches by Royal Caribbean cruise lines
- b. Cruise & stay packages
- c. Smart wearables in Cruises
- d. Adventure cruise ships

(05 Marks * 4 = 20 Marks)

Question 06

It is a major concern in the present world that Cruise ships frequently create Ocean pollution. Do you agree? Elaborate your answer with appropriate figures and examples.

(20 Marks)

Faculty of Management and Social Sciences
Department of Management and Business Studies
BMgt Hons in Tourism and Hospitality Management
Course CODE: BMgt 556

Question 07

It's a common saying that "Working on-board of a cruise line causes work-life imbalance".

Do you agree? Why or why not?

(20 Marks)

Question 08

The cruise tourism industry consists of various challenges. Discuss the managerial and constant future challenges of developing cruise tourism.

(20 Marks)

-----END OF THE QUESTION PAPER-----

Faculty of Management and Social Sciences
Department of Management and Business Studies
BMgt Hons in Tourism and Hospitality Management
Course CODE: BMgt 556/557



Year 3 Semester II
SEMESTER END EXAMINATION
Digital Marketing and Communication – THM 32213

- This paper consists of EIGHT(08) questions on Sixteen (16) pages.
- Answer Any FIVE(05) questions including question 01.
- Only non-programmable calculators are allowed.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.

Date: 2022.03.19

Pass mark: 40%

Time: 03 Hours

Question 01 (Compulsory)

Select the most appropriate answer.

01. Which of the following statements are true?

- Communication is a simply the act of transferring information or message from one place, person or group to another & it is a two way information drive.
- In an every communication must involve at least two senders, many messages and recipients.
- The transmission of the message from sender to recipient cannot be affected by the external factors.
- The sender 'Decodes' the message, usually in a mixture of words and non-verbal communication while Receiver 'Encodes' them.

- I Only
- II Only
- III Only
- I and III
- I and II

Faculty of Management and Social Sciences
Department of Management and Business Studies
BMgt Hons in Tourism and Hospitality Management
Course CODE: BMgt 556/557

02. There are four main categories in communication & four statements related to them as follows. Which of the statement is true?

- I. Verbal communication is not only the use of language to transfer information through speaking or sign language.
- II. Nonverbal communication is the use of body language, gestures and facial expressions to convey information to the others effectively.
- III. Written communication isn't only the act of writing, typing or printing symbols like letters and numbers to convey information.
- IV. Visual communication is the act of using photographs, art, drawings, sketches, charts, Videos and graphs etc to convey information.

- A. I only
- B. II only
- C. III only
- D. IV only
- E. II and IV

03. There are few statements related to the written communication. Select correct statement or statements related to the written communication.

- I. Written Communication refers to the process of conveying a message through the written symbols.
- II. The written communication is the most common and widely use effective mode of business communication.
- III. The effectiveness of written content not depends on the correct choice of words, their organization into correct sentence sequence and the cohesiveness in the sentences.
- IV. The information in writing is not considered more legal and valid than the spoken words.

Faculty of Management and Social Sciences
Department of Management and Business Studies
BMgt Hons in Tourism and Hospitality Management
Course CODE: BMgt 556/557

The correct statement is,

- A. I only.
- B. II only.
- C. III only.
- D. IV only
- E. I & II

04. There are few statements related to the effective communication. Select suitable statement or statements related to the effective communication.

- I. A Good Communication is not "simply happens" but it's a hard work.
- II. Effective communication involves minimizing potential misunderstanding and overcoming any barriers to communication at each stage.
- III. An effective communicator is able to understand their audience clearly.
- IV. The use of jargons, Over-complicated, unfamiliar and/or technical terms may effect to entire communication process.

The correct statement is,

- A. I only.
- B. II only.
- C. III only.
- D. IV only
- E. All of the above.

05. There are four statements related to the digital media interpretation below. What is the suitable statement or statements to define the Digital Media?

- I. Digital media refers any form of media that uses electronic methods, Systems & devices to produce & distribute contents.
- II. Digital media has had a significantly broad and complex impact on society and culture.

Faculty of Management and Social Sciences
Department of Management and Business Studies
BMgt Hons in Tourism and Hospitality Management
Course CODE: BMgt 556/557

III. This form of media can be created, viewed, modified and distributed via electronic devices that internet enable or connected.

IV. Digital media is commonly identify as software, video games, videos, websites, blogs, social media, Micro blogs, apps and any type of online contents flat foams.

- A. I
- B. II
- C. III
- D. IV
- E. All of the above.

06. "Engagements, Leads & Conversions increase by over 80% when videos & info graphic Contents are properly used on a landing page." Which category or form of communications skills related to above statement?

- I. Witten Communication
- II. Oral Communication
- III. Non Verbal Communication
- IV. Visual Communication

- A. I only.
- B. II only.
- C. III only.
- D. IV only
- E. All of the above.

07. "When it comes to digital marketing strategies, it has accepted interactive stages of modern travelers' life cycle." What are the correct stages related to the travelers' life cycle?

- I. The research stage and the booking stages
- II. Pre-Trip, On-Trip & Post-Trip stages

Faculty of Management and Social Sciences
Department of Management and Business Studies
BMgt Hons in Tourism and Hospitality Management
Course CODE: BMgt 556/557

- III. Dreaming, planning, booking, experiencing and sharing stages
- IV. The search stage, booking stage & word of mouth (WOM) stage
- A. I
 - B. II
 - C. III
 - D. IV
 - E. All of the above.
08. There are four statements related to the digital marketing effectiveness on travel, Events & tourism sector. What is the incorrect statement or statements?
- I. Social media sites allow users to share their travel experiences through pictures, videos, Audios and any other posts. It could be Used Social Media Effectively in Travel & Events.
 - II. Travel review sites such as TripAdvisor, allow users to review hotels, restaurants, and attractions in every country in the world.
 - III. Digital marketing helps to develop brand awareness by having a strong presence on social media.
 - IV. Online conversations not exactly enable the marketers to identify the current travel & tourism trends, analyze customer behavior, enhance their travel experiences and extend the scope for continuous improvement.
- A. I only
 - B. II only
 - C. III only
 - D. IV only
 - E. All of the above.

Faculty of Management and Social Sciences
Department of Management and Business Studies
BMgt Hons in Tourism and Hospitality Management
Course CODE: BMgt 556/557

09. There are few statements related to the branding in marketing & its effectiveness. What is the correct statement or statements?
- I. Branding is the process of creating a strong, positive perception of a company, its products or services in the customer's mind.
 - II. Effective branding helps companies differentiate themselves from their competitors and build a loyal customer base.
 - III. Branding in store can be very different to online branding as in store; you have to worry about positioning of products and props.
 - IV. A unique brand can have a huge impact on your bottom line by giving you a competitive advantage over your rivals.
- A. I only
 - B. II only
 - C. III only
 - D. IV only
 - E. All of the above.
10. What are the main E-Tourism application layers?
- I. Local, National, International
 - II. Enterprise level, NTA or NTO level, Global Industry level
 - III. Departmental, Business, Corporate
 - IV. Local, International & Global
- A. I only
 - B. II only
 - C. III only
 - D. IV only
 - E. All of the above

Faculty of Management and Social Sciences
Department of Management and Business Studies
BMgt Hons in Tourism and Hospitality Management
Course CODE: BMgt 556/557

11. There are four statements related to the contents marketing & its effectiveness. What is the wrong statement or statements?
- I. Content marketing is a form of marketing focused on creating, publishing, and distributing contents for a targeted audience online.
 - II. Content marketing use to catch the attention and generate leads, expand their customer base, generate or increase online sales, increase brand awareness or credibility, and engage an online community
 - III. It helps companies create sustainable brand loyalty, provides valuable information to consumers, and creates a willingness to purchase products from the company in the future.
 - IV. Content marketing is not a marketing strategy widely used to attract, engage, and retain an audience by creating and sharing relevant articles, videos, podcasts, and other media.
- A. I
 - B. II
 - C. III
 - D. IV
 - E. All of the above
12. Which of the following statements related to the smart tourism are False?
- I. It is the type of tourism that not requires the integration of many factors and components such as high-level physical and information technology infrastructure services.
 - II. It refers to the application of information and communication technology (ICT), mobile communication, cloud computing, artificial intelligence, and many more.

Faculty of Management and Social Sciences
Department of Management and Business Studies
BMgt Hons in Tourism and Hospitality Management
Course CODE: BMgt 556/557

- III. Creating augmented tourist product through collecting, combining, or processing data smart or mobile phones in order to ensure sustainability and efficiency issues.
- IV. It comprises the use of technologies within the tourism activity in order to enhance experiences at the destination.
- A. I Only
 - B. II Only
 - C. III Only
 - D. IV Only
 - E. All of the above
13. There are four statements related to the advantages of mobile apps & its usefulness. What is the wrong statement or statements?
- I. Mobile apps help users execute tasks or enjoy services your business offers remotely and conveniently.
 - II. Mobile apps can also be a great way to boost loyalty among your customers.
 - III. These apps follow the basic communication model. But they are not serving as a bridge between brand employees or software and users for troubleshooting purposes.
 - IV. Celebrities and service experts also use mobile apps to share their content in a digital space what they control.
- A. I
 - B. II
 - C. III
 - D. IV
 - E. All of the above

Faculty of Management and Social Sciences
Department of Management and Business Studies
BMgt Hons in Tourism and Hospitality Management
Course CODE: BMgt 556/557

14. Which of the following statements related to the OTA are wrong?

- I. An online travel agency (OTA) is a web-based marketplace that allows consumers to research and book travel products and services.
 - II. OTAs provide access to your potential guests in locations and at volumes that would be difficult for you to access through your own marketing efforts.
 - III. The OTA provides a secure booking platform and is the traveler's main point of contact for booking amendments and cancellations.
 - IV. OTAs are most popular than individual property sites as comparisons are available
- A. I
 - B. II
 - C. III
 - D. IV
 - E. All of the above are

15. World Economic Forum predicts that four main themes to be central in to the travel & tourism industry's digital transformation over the next decade. What are themes that said themes?

- I. Living Travel experience, Enabling Travel Eco System, Digital Enterprise & Safety & security
 - II. Customer Experience, Entrepreneurs Experience, Automation & process redesign
 - III. Artificial Intelligence, Augmented reality, 3D Printing & Big Data
 - IV. Business process, business model, domain & cultural/organizational
- A. I
 - B. II
 - C. III
 - D. IV

Faculty of Management and Social Sciences
Department of Management and Business Studies
BMgt Hons in Tourism and Hospitality Management
Course CODE: BMgt 556/557

E. Not all of the above

16. Visitor Segmentation broke down into four separate categories typically. What are the correct categories?

- I. Local, National, Trans National, Global
- II. Gender wise, Age wise, Religious wise, Nation wise
- III. Age & gender, occupation, cultural background, family status
- IV. Geographic, Demographic, Psychographic, Behavior

- A. I
- B. II
- C. III
- D. IV

17. There are four statements related to the advantages of online reservation systems. What is the wrong statement or statements?

- I. Online booking systems are time-saving
- II. Online booking systems simplify the entire reservation process
- III. Online booking system improve revenue
- IV. Online booking system not allowed to promote sales and marketing synergy

- A. I
- B. II
- C. III
- D. IV

18. There are several major benefits when it comes to global distribution systems within the hotel industry. What is the wrong statement related to GDSs?

Faculty of Management and Social Sciences
Department of Management and Business Studies
BMgt Hons in Tourism and Hospitality Management
Course CODE: BMgt 556/557

- I. While there is an initial fee in setting up, this is likely much less than a hotel chain would have to invest in marketing costs to see the same increase in bookings.
- II. Travel agents are not able to formulate bundle travel deals for the same trip.
- III. The leading distribution systems are capable of complete integration with the property-management systems.
- IV. GDS systems help ease some of the administrative burdens on hotel staff in booking room reservations.
 - A. I
 - B. II
 - C. III
 - D. IV
 - E. Not all of the above

19. Which of the following statement or statements related to the customer review sites are true?

- I. It allows free advertising and content for your business on another website or platform
- II. It Improves customer trust and confidence on your business
- III. Potential conversion rate increases due to improved trust and confidence
- IV. Potential search engine results rankings improvement
 - A. I
 - B. II
 - C. III
 - D. IV
 - E. All of the above

Faculty of Management and Social Sciences
Department of Management and Business Studies
BMgt Hons in Tourism and Hospitality Management
Course CODE: BMgt 556/557

20. What are the main five components of tourist destination?

- I. Accessibility, Accommodation, Attractions, Activities, and Amenities
 - II. Accessibility, Hotels, Infrastructure, Activities, Amenities
 - III. Accessibility, Accommodation, Attractions, Actions, and Amenities
 - IV. Accessibility, Accommodation, Attractions, Activities, and Services
- A. I
 - B. II
 - C. III
 - D. IV
 - E. All of the above

(01 Mark*20 = 20 Marks)

Question 02

I. "The process of communication refers to the transmission or passageway of certain information or message from the sender through a dedicated channel to the receiver overcoming barriers that affect its velocity. At the same time, every communication process consists of certain basic steps where each step constitutes the essential of an effective communication."

Examine the above statement describing the essential elements of the communication process by using any of communication models which learnt you with appropriate practical examples.

(10 Marks)

II. "The Written communication is a means of communication in which transfer of information from one party to another is done in a written form. There are so many forms of written communications; some of these forms include the following: newsletters, memos, books, articles, circulars, reports, posters, notices, etc. & widely use in business communication"

Justify the above statement by using tourism related examples.

(10 Marks)

Faculty of Management and Social Sciences
Department of Management and Business Studies
BMgt Hons in Tourism and Hospitality Management
Course CODE: BMgt 556/557

Question 03

I. "The 7 C's of Communication is a checklist that helps to improve the professional communication skills and increases the chance that the message will be understood in exactly the same way as it was intended. To have effective communication, a communicator should keep the 7 C's of communication in mind."

Discuss the 7 Cs by using practical examples (10 Marks)

II. "A skilled communicator must be aware of the barriers and try to reduce their impact by continually checking understanding and by offering appropriate feedback."

Discuss the barriers in effective communication by using suitable examples (10 Marks)

Question 04

"Digital marketing is any marketing initiative that leverages online new media and the internet through connected devices such as mobile phones, home computers, or the Internet of Things (IoT). The Common digital marketing initiatives or strategies center on distributing a brand message through various strategies such as search engines, social media, applications, email, and websites."

Write Four (04) short notes on following topics (20 Marks)

- I. Search Engine Optimization (SEO)
- II. Search Engine Marketing (SEM)
- III. Social Media Marketing
- IV. Video Marketing
- V. Email Marketing
- VI. Content Marketing
- VII. Pay-per-click (PPC)
- VIII. Mobile Marketing

Faculty of Management and Social Sciences
Department of Management and Business Studies
BMgt Hons in Tourism and Hospitality Management
Course CODE: BMgt 556/557

Question 05

“Digital or new media has made a huge impact on the tourism industry. Especially in travelers’ life cycle while consumers engage with social networking sites to find information on trips, make informed decisions about their travels and share their personal experiences of a particular hotel, restaurant, destination or airline.”

Critically discuss the statement by paying attention to traveler’ life cycle with real tourism examples. (20 Marks)

Question 06

I. “ERP is an application that automates business processes, and provides insights and internal controls, drawing on a central database that collects inputs from departments including accounting, manufacturing, supply chain management, sales, marketing and human resources (HR).”

Examine the advantages of ERP with real world examples (10 Marks)

II. “Customer relationship management (CRM) is a technology for managing all your company's relationships and interactions with customers and potential customers. The goal is simple: Improve business relationships. A CRM system helps companies stay connected to customers, streamline processes, and improve profitability but not only limited to the maintaining customer relationship.

Discuss the statement with appropriate examples (10 Marks)

Question 07

“The aviation, travel and tourism industry has been at the forefront of digital innovation, but industry and technology trends suggest that further change lies ahead. The sector has been an early adopter of digital technologies and platforms, but steep demand for travel, driven by a growing middle class in emerging markets and the increasing importance of digital experiences, implies that further digitalization will be vital if the expectations of

Faculty of Management and Social Sciences
Department of Management and Business Studies
BMgt Hons in Tourism and Hospitality Management
Course CODE: BMgt 556/557

tomorrow's consumers are to be met." - *World Economic Forum*

**Discuss how has changed the Aviation, Travel and Tourism ecosystem in modern world
(The model has annexed at the end)** (20 Marks)

Question 08

I. "Digital transformation is the adoption of digital technology by a company or organization. Common goals for its implementation are to improve Efficiency, Productivity, value or innovation. The Aviation, Travel and Tourism Ecosystem are being changed influencing by the digital transformation in global scale."

Discuss the key challenges in digital transformation using world's latest experiences.

(10 Marks)

II. "Digitalization, or the use of technology to improve how work gets done, may be the big wave of the future. But it should understand how the process can be fraught with challenges and uncertainty to make informed decisions about business process & path."

Point out & critically discuss the pros and cons of Digitalization

(10 Marks)

-----END OF THE QUESTION PAPER-----

Annexes below

Faculty of Management and Social Sciences
Department of Management and Business Studies
BMgt Hons in Tourism and Hospitality Management
Course CODE: BMgt 556/557

Annex 01

The world Economic Forum's Aviation, Travel and Tourism new ecosystem model

