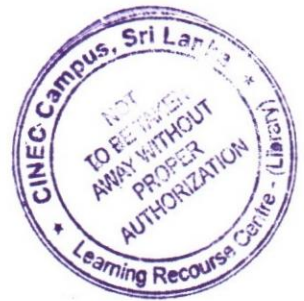


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Department of Management and Business Studies
BMgt Hons in Tourism and Hospitality Management
Course CODE: BMgt 556

Year 4 Semester I
SEMESTER END EXAMINATION
Facility Management and Events -THM 41132

- This paper consists of SEVEN (07) questions on THREE (03) 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: 2022.09.28

Pass mark -40%

Time: 02 Hours

Question 01: (Compulsory)

"Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment, and host communities"

- a) What is **sustainable event** according to your understanding? Use **definitions** that are introduced by **different councils, Associations** to build your argument. (05 Marks)
- b) Make a list of **sustainable event evaluation criterias**? (05 Marks)
- c) Discuss shortly the interconnection between **sustainable tourism concept and sustainable MICE tourism concept** by using suitable examples? (05 Marks)
- d) **How can the MICE industry contribute to more sustainable events?** Discuss five (05) factors? (10 Marks)



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Question 02

- a) Define the **Basic event evaluation process** within three (03) steps? (05 Marks)
- b) Shortly explain a sample **structural overview of progress reports** in event industry? (05 Marks)
- c) Make a list highlighting the **importance of Regular reports** on progress and outcomes? (05 Marks)
- d) Discuss **functions and responsibilities of two different professions** which can be identified in the event industry? (10 Marks)

Question 03

- a) Highlight the **objectives** of event management? (05 Marks)
- b) Shortly discuss the **importance of managing resources** in event industry? (10 Marks)
- c) Explain different **criteria that consider for budget development** in events? (10 Marks)

Question 04

- a) What is a **Business Contingency Plan**? (03 Marks)
- b) List down six (06) **common problems** that can be identified in events? (06 Marks)
- c) Explain four (04) **main steps of contingency planning** related to the event industry? (16 Marks)

Question 05

An event planning timeline is a checklist, in chronological order, of all the stages and steps involved in planning before, during, and post stages in the event"

- a) Discuss **event planning timeline** with suitable activities? (10 Marks)



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- b) Why **communication channels are important to facility arrangement and management in the event industry**. Discuss your answer highlighting the event planning timeline? (15 Marks)

Question 06

“Facility planning is a major part of facility management”

- a) Make a list of ten (10) **needs for good facilities planning** in the event industry? (10 Marks)
- b) Explain the **Event planning process** with suitable examples? (15 Marks)

Question 07

“Event management is an application of project management to the creative development and execution of events. It is the planning and management of an event or activity”

- a) Discuss **main Characteristics of Events**? (05 Marks)
- b) Explain **different types of tourism and hospitality industry-related events** that can be identified in Sri Lanka? (20 Marks)

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



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Course CODE: BMgt 556

Year 4 Semester I
SEMESTER END EXAMINATION
Inbound Tours and Tour Management-THM 41102

- This paper consists of SEVEN (07) questions on THREE (03) pages.
- Answer FOUR (04) Questions including Question No: 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: 2022.09.26

Pass mark -40%

Time: 02 Hours

Question 01: (Compulsory)

Sri Lanka's tourism sector has been subject to a series of challenges since 2019, followed by the protracted impacts of the COVID-19 pandemic, and now, the economic crisis. The impacts of these crises have brought to light a host of challenges that continue to compound the hardships of the most vulnerable populations that engage in the tourism industry. Inbound Tourism demand during the year 2022, is showing a fluctuating progress until now. It is identified that Sri Lanka Tourism Industry should identify the untapped potential in the country and promote to boost the countries' economy. Discuss this statement and identify a proper mechanism to do this. (25 Marks)

Question 02

Sri Lanka as many know is a beautiful island nation with a myriad of natural resources and ecstatic sceneries. Famed for the hospitality of the friendly people, the country has a lot more to offer than just delicious food, lavish lodgings, adventurous nature trails, and the green-blue seas. Though Sri Lanka has a lot to offer, the travel agencies have limited



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Course CODE: BMgt 556

themselves in creating tour packages to certain locations. Identify the importance of creating unique tour packages for the tourists. Create a 7-day tour package addressing the above requirement. (25 Marks)

Question 03

To boost the country's economy, inbound tourism can do greater help. Specially during this crisis, it is perceived that higher number of tourists can uplift the country's economy. Identify the importance of inbound tourism and explain how Sri Lanka Inbound Tourism Demand can be generated. (25 Marks)

Question 04

"Inbound Tourism in Sri Lanka should be promoted not by destinations but by looking into different activities" Elaborate this statement using your own examples. (25 Marks)

Question 05

A tour company can create lucrative, unique tour packages yet they might lose business. A traveler can have more than thousands of interactions with various brands while researching their trip. Explain the process of tour package promotion. (25 Marks)

Question 06

"The execution of a tour package should happen properly to make the tour effective. To make that successful, sales executive handling the tour, tour guide, driver etc. impacts heavily. Explain the process of tour itinerary execution. (25 Marks)



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Question 07

Write short notes for four (4) of the below topics.

- a) Tour Planning
- b) Costing
- c) Types of tour packages
- d) Ecological footprint
- e) Ground Operators

(25 Marks)

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



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Course CODE: COM556

Year 4 Semester I
SEMESTER END EXAMINATION
Airline Geography and Application – THM 41083

- This paper consists of EIGHT (08) questions on SIX (06) 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: 2022.09.22

Pass Mark: 40%

Time: 03 Hours

Question 01 (Compulsory)

Identify the correct answer and upload it to the Answer Book

1.1 What is incorrect as per the definition of Geography?

- I. Explain physical features of the earth
- II. Explain human activities
- III. Explain knowledge distribution
- IV. Explain distribution of resources

- a) I Only
- b) II Only
- c) III Only
- d) I and III



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1.2 What is not correct regarding Tourism Products?

- i. They do not have a life cycle
- ii. Activities around a specific center of interest
- iii. Represents the destination marketing mix
- iv. Priced and sold through distribution channels

- a) I Only
- b) II Only
- c) III Only
- d) IV Only

1.3 What is NAT-OTS?

- i. North Atlantic Originated Travel System
- ii. North American Organized Track System
- iii. North Atlantic Organized Track System
- iv. North American Originated Traffic System

- a) I Only
- b) II Only
- c) III Only
- d) IV Only

1.4 How many activities are in the Process of Consumer Decision Making?

- I. 6 Activities
- II. 5 Activities
- III. 4 Activities
- IV. 7 Activities

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- a) I Only
- b) II Only
- c) III Only
- d) I and III

1.5 Tourism Attractiveness will not depend on?

- I. Accessibility
- II. Affordability
- III. Amenities
- IV. Applicability

- a) I Only
- b) II Only
- c) IV Only
- d) I and IV

1.6 "Arctic Ocean is in Southern Hemisphere" is this statement True or False?

- a) True
- b) False

1.7 The latitude means the angular distance of a surface north or south of the earth's equator, is this statement True or False?

- a) True
- b) False

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1.8 What is the Best Framework for Assessing and Evaluating Competitive Strength and the Position of Airline Business?

- I. PESTEL
- II. Porters' Five Forces
- III. Ansoff's Matrix
- IV. Competitor Analysis

- a) I Only
- b) II Only
- c) IV Only
- d) I and IV

1.9 What is the largest and the deepest Ocean in the World?

- I. Arctic Ocean
- II. Atlantic Ocean
- III. Pacific Ocean
- IV. Indian Ocean

- a) I Only
- b) II Only
- c) III Only
- d) IV Only

(01 Mark*10=10 Marks)

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Course CODE: COM556

1.11 Explain what are Jet Streams in Airline geography and what is the benefit they create on flight paths? World Count 250-300 (10 Marks)

Question 02

2.1 What are the responsibilities of IATA in the Aviation World?

World Count 250-300 (10 Marks)

2.2 What are Airline Codes and Designators and why are they important?

World Count 250-300 (10 Marks)

Question 03

3.1 Explain the effect of Five Forces in Airline Industry with reference to Srilankan Airlines taking Budget Airlines and other international Airlines as competitors.

World Count 500-750 (15 Marks)

3.2 What are the key strategies in managing market forces?

World Count 100-200 (05 Marks)

Question 04

4.1 Discuss the importance of developing a Revenue Management strategy for an Airline to achieve higher load factor/ Occupancy in the off season.

World Count 250-300 (10 Marks)

4.2 What are the Onboard Services arrangements in accommodating passengers with special needs? World Count 250-300 (10 Marks)

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Question 05

5.1 Customer Service is the ability to provide a service or product in the way that has been promised. Explain the significance of quality customer service with reference to Airline industry and prepare a list of best practices that need to be followed by Airlines by taking examples from the leading Airlines. World Count 700-900 (20 Marks)

Question 06

6.1 Develop a SWOT analysis for Colombo BIA services and provide suggestions to improve? World Count 700-900 (20 Marks)

Question 07

7.1 State styles of on-board facilities and give a brief introduction about different standard cabins and how best Airlines can maximize revenue with higher book loads.

World Count 700-900 (20 Marks)

Question 08

8.1 Explain the use of new strategies in Airline marketing in promoting value added services of ancillary products? World Count 700-900 (20 Marks)

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

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Course CODE: COM556/557

Year 4 Semester I

SEMESTER END EXAMINATION
Air Tickets and IATA BSP – THM 4112



- This paper consists of SEVEN (07) questions on FOUR (04) 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: 2022.09.20

Pass Mark: 40%

Time: 02 Hours

Question 01 (Compulsory)

Answer below questions by referring the below details.

(25 Marks)

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MPM 6462 EH
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	CX	FARE USD	FARE BASIS	C	AP	MIN/ MAX	SEASONS.....	MR	GI	DT
1	UL	220.00	YIFC	Y				R	EH	
2	UL	300.00R	YIFCR	Y				R	EH	
3	UL	380.00	CIFC	C				R	EH	
4	UL	450.00R	CIFCR	C				R	EH	

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CMB-LHR THU-01SEP22 UL
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	CX	FARE USD	FARE BASIS	C	AP	MIN/ MAX	SEASONS.....	MR	GI	DT
1	UL	250.00	YIF	Y				R	EH	
2	UL	350.00R	YIFR	Y				R	EH	
3	UL	320.00	CIF	C				R	EH	
4	UL	420.00R	CIFR	C				R	EH	

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1.IGAMAGE/NAVODYAMRS 2.IGAMAGE/NIKITHAMSTR
3.I/IGAMAGE/SAUMIMISS
CMBULLS 1SEP VSV84E
1 UL 503 S WE 04JAN CMBLHR HK2 1255 1910 E
2 ARNK
3 UL 564 S WE 22FEB CDGCMB HK2 1440 0525*1E
FONE-CMB
AP FAX-2 SSRCHLDYHKK1 /01APR15
2.SSRCTCMYYHK2 0712/29729
3.SSRCTCEYYHK2 NOMAD@GMAIL.COM
4.1 S1 SSRINFULHK1 GAMAGE/SAUMIMISS 28FEB21
5.1 S3 SSRINFULHK1 GAMAGE/SAUMIMISS 28FEB21
GEN FAX-SSRADTKTK TO UL BY 11SEP 1123 1ST TIME ZONE OTHERWISE WILL BE
XLD
    
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A. As per above reservation details,

I. Encode below city code and airlines code

- CMB
- LHR
- CDG
- UL

II. What is the booking reference?

III. What is the ticketing time limit?

IV. What is the infants name and date of birth?

V. What is the ticketing time limit?

B. The total taxes per passenger is LKR128000 and the IROE is 358.00

I. What is the total fare per passenger?

II. Write the fare calculation for each passenger?

III. What are the special services which can offer to these passengers?

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Question 02

'Global indicators are important as the fare types differs depends on the passengers travel plan'.

Briefly explain the importance of GI explain 5 main Global Indicators with 2 examples (2 examples per GI). (25 Marks)

Question 03

'Proper understanding on World Time Zones helps to calculate the elapsed travel time'. Briefly explain the importance of World Time Zone and elapsed travel time and explain how to calculate the time based on GMT by using below information.

Assume that the current time in GMT is 1200hrs.

- BOG is located in -5
- CMB is located in +530
- KUL is located in +8 - JFK is located in -4 (25 Marks)

Question 04

'Being an IATA accredited travel agency enables the agent to automatically eligible for participation of BSP'. Describe about IATA BSP, its benefits and the billing process. (25 Marks)

Question 05

'ICAO establishes the international standard and recommended practices to the aviation industry internationally'. Explain the importance of ICAO and its contribution to the airline industry. (25 Marks)

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Question 06

'The freedom of the air is a set of commercial aviation rights granting country's airline the privilege to enter and land in another country's space'. Define freedoms of the air by using necessary examples. (25 Marks)

Question 07

'IATA and ICAO are two main organizations which hugely contribute to the airline industry'. Explain the difference between two organizations and their contribution to the airline industry. (25 Marks)

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

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Course CODE: COM556/557



Year 4 Semester I
SEMESTER END EXAMINATION
Cruise line Operations- THM 41043

- 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.

Date: 2022.09.18

Pass Mark: 40%

Time: 03 Hours

Question 01: (Compulsory)

Designing cruise terminals is to serve the requirements of cruise vessels and their passengers. At the same time, they have to be integrated with transport, tourism, and the urban planning strategies of the relevant port-city and nearby destinations.

- a) What are the three cruise terminal types based on operational considerations?
(03 Marks)
- b) What are the main five operations of "Apron Area" of cruise terminal?
(05 Marks)
- c) What is the iconic word used for seaport passenger boarding bridge?
(04 Marks)
- d) Provide four types of cruise terminal buildings.
(08 Marks)

Question 02

2021 Provided a tough lesson for the cruise industry, with businesses aiming to make a swifter recovery from the latest round of lockdowns. Discuss about current key players, associations & trends of cruise line industry from 2017 to 2025.

(20 Marks)

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Question 03

The services offered to cruise lines at a cruise port differ depending on the function of the port along an itinerary.

- (a) Why port is vital for cruise line operations? (02 Marks)
- (b) What are the crucial parameters allowing a usage of a port as part of an itinerary? (03 Marks)
- (c) Explain about infrastructure upgrade of cruise ports including the challenges faced by them? (15 Marks)

Question 04

The cruisers can forge ahead towards new destinations that people didn't know they could go to, like new hidden gems, journeys, and a new trend of enjoying the most out of vacation days. The cruise industry provides passengers with a way to travel to destinations that are out of the ordinary, in style and comfort, to places around the world that are unlikely to have been visited before. Discuss how the destinations are developed for cruise line industry. (20 Marks)

Question 05

Cruise ships are a catastrophe for the environment – and that's not an overstatement. They dump toxic waste into our waters, fill the planet with carbon dioxide, and kill marine wildlife. Cruise ships' environmental impact is never ending, and they continue to get bigger. Provide an explanatory comment on this statement.

(20 Marks)

Question 06

The cruise industry is a vital artery for local and national economies around the world, supporting 1.17 million jobs spanning a wide variety of sectors, including hospitality,

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aviation, agriculture, retail, entertainment, manufacturing, information services, health care and, of course, tourism. Precisely elaborate the economic impact of cruise industry. (20 Marks)

Question 07

Who is responsible for the inspection and enforcement of the law on cruise ships? Provide an explanatory answer. (20 Marks)

Question 08

Explain an overview of safety training given for a cruise ship's crew. (20 Marks)

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



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Course CODE: COM556/557

Year 4 Semester I
SEMESTER END EXAMINATION
Ticketing and Travel Logistics – THM 41122

- This paper consists of SEVEN (07) questions on EIGHT (08) 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: 2022.09.18

Pass Mark: 40%

Time: 02 Hours

Question 01: (Compulsory)

a) Identify elements of boarding pass?

(05 Marks)

- A -
- B -
- C -
- D -
- E -
- F -
- G -
- H -
- I -

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007 3425 8000
 PASSENGER TICKET AND BAGGAGE CHECK
 5CN-8893985020343 1N-0000038784

ETKT PASSENGER RECEIPT BOARDING PASS

A SINGAPORE AIRLINES
 AIRTREKS/
 MATUSZAK/JOHN MR

C SAN FRANCISCO CA 94105
 4N870B/1A MULTI

E 00562651

B **NOT VALID FOR**
 **TRANSFORTATION*

THIS IS YOUR RECEIPT

PP CHECK FC SFO SA X/SIN SA DPS M1813 .00Y SA SIN330 .00Y SA SFD1977 .35YAB WFD(ER) LON519
 .8PRT YS NYC966 .00Y2 UA SFD366 .51USDU NUCT0845 .ABFD ROF1 .00000 7P JFK3 .50XTS .50Y21
 .40V815.40455.00XA7 .00X142.49065.00A13.502936.82V140.18A1/4.516836.73089.00XF SFD4.51 K4.5

USD297.19XT
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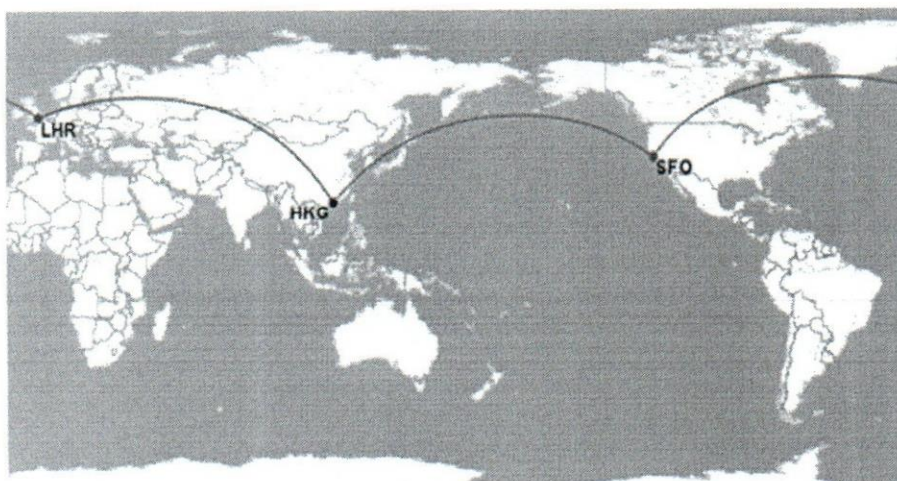
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b) Can we consider the below itineraries as an open jaw itineraries? Justify your answer with suitable reasons. (04 Marks)

i)



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.....

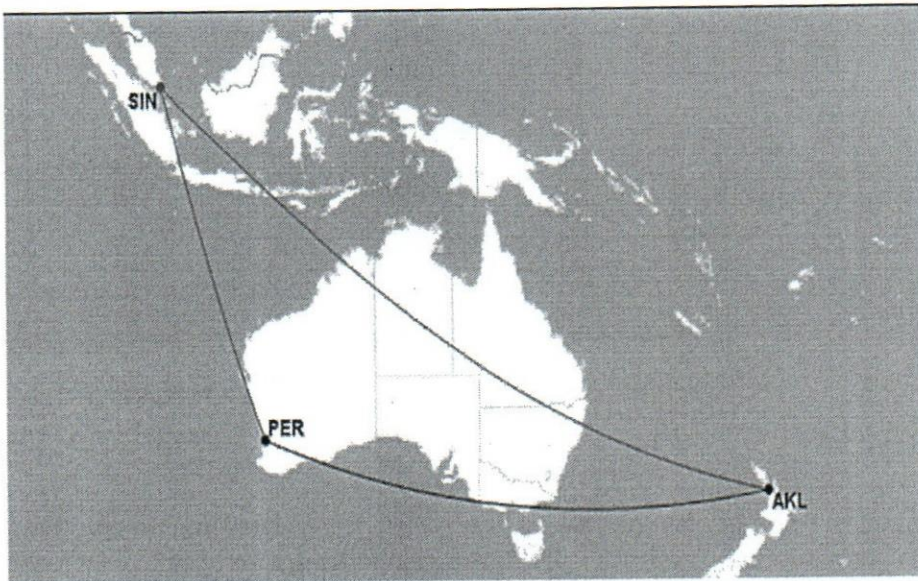
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Course CODE: COM556/557

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ii)



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c) Expand the following Fare Display Basic Entry?

(02 Marks)

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d) Calculate flying time for the following journey? (03 Marks)

- Arrival on same day
- UL301/05 MAR CMB (DEP) 09.30 (SUN) SIN (ARR) 1600 (SUN)
- (GMT) CMB = +0500
- (GMT) SIN = +0800

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e) Fill following diagram with suitable examples related to ticketing and travel logistic sector? (06 Marks)

Class of service letters in E-Ticket	3-letter code (also commonly known as IATA code)to identify an airport	International Airline Codes	Popular Airline in the world
I	iv	vii	x
Ii	v	viii	xi
iii	vi	ix	xii

f) Discuss advantages and disadvantages of E-Tickets? (05 Marks)

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Course CODE: COM556/557

Question 03

- a) Discuss different types of simple itineraries that can be identified in Air transportation sector? (09 Marks)
- b) Write short notes for the below. (08 Marks)
 - 1. Online transfer
 - 2. Interline transfer
 - 3. Transit
 - 4. Stopover
- c) Discuss advantages of an open jaw flight? (08 Marks)

Question 04

- a) Define TFC in your words. Use suitable examples related to air transportation sector? (05 Marks)
- b) List down five (05) different taxes that are using in airline industry according to the IATA Airline Cording Directory? (05 Marks)
- c) Discuss key benefits of Airport tax related to the transportation sector? (05 Marks)
- d) Identify main hints for baggage handling and critically evaluate two (02) different baggage handling policies? (10 Marks)

Question 05

Exchange rates are important to both travelers and international investors.

- a) What is the meaning of Currency Exchange? (05 Marks)
- b) Discuss the difference between flight ticket and boarding pass? (05 Marks)
- c) Critically evaluate the factors E-ticket price depends on? (10 Marks)
- d) Explain different strategies to save money on air ticket bookings related to contemporary situation? (05 Marks)



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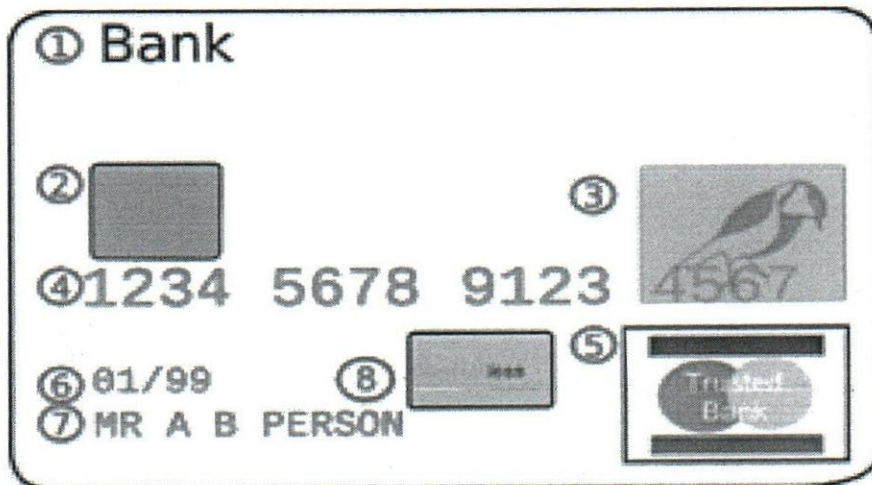
Question 06

- a) Define Travel Information Manual and Timaticweb in your words with suitable information? (05 Marks)
- b) Shortly explain how to read TIM taxes, custom and currencies? (02 Marks)
- c) Make a brief summary of Sri Lanka Customs, Currency & Airport Tax regulations? (08 Marks)
- d) What are the Types of Sri Lankan Visas? Shortly discuss 05 of them. (10 Marks)

Question 07

A credit card is a thin rectangular piece of plastic or metal issued by a bank or financial services company that allows cardholders to borrow funds with which to pay for goods and services with merchants that accept cards for payment.

- a) Identify the parts? (08 Marks)



- 1 -
- 2 -
- 3 -
- 4 -
- 5 -



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- 6 -
- 7 -
- 8 -

- b) Explain different types of Credit Cards and facilities involvement for enhancement of international & national level traveling activities. Support your answer with suitable examples. (12 Marks)
- c) Briefly explain different types of credit card machines? (05 Marks)

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



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 Course CODE: COM556



Year 4 Semester I
 SEMESTER END EXAMINATION
 Cruise Ship Facilities – THM 41052

- This paper consists of SEVEN(07) questions on THREE (03) 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: 2022.09.16

Pass Mark: 40%

Time: 02 Hours

Question 01: (Compulsory)

"X" is an important process of making an agreement or contract where ship owner agrees to rent out his ship to a cargo owner. Further, the specified contract document called "Y", which contains the details of the operation, such as the personal data of the crew, details of the route & laytime.

- Name the process "X". (05 Marks)
- What is the document "Y"? (05 Marks)
- "Y" is concerned as a document of title to the goods carried by a vessel. Mention "Yes" or "No" for this statement. (02 Marks)
- Give the main types of this contract "Y". (03 Marks)
- Define "Notice of Readiness". (05 Marks)
- Define "Lay time". (05 Marks)

Question 02

Stability is determined by the force of buoyancy provided by the underwater parts of a vessel, coupled with the combined weight of its hull, equipment, fuel, stores and

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load. The stability of a vessel changes throughout a trip. It is important to be aware of how stability can change and to plan ahead for the worst-case scenario.

- a) What is the device use to have a better stability condition, especially on passenger ships? (02 Marks)
- b) Mention eight factors affecting to the ship stability. (08 Marks)
- c) Briefly explain why stability is important. (15 Marks)

Question 03

There are many forces acting on a ship.

- a) What are the main two forces acting on a ship? (05 Marks)
- b) Explain those two forces separately. (20 Marks)

Question 04

Using propulsion forces, ships are able to maneuver themselves in the water. Initially while there were limited number of ship propulsion systems, in the present era there are several innovative ones with which a vessel can be fitted with.

- a) What are the types of propulsion system? (05 Marks)
- b) Name five factors effecting to a ship's speed. (10 Marks)
- c) What is propulsion and why a ship required a propulsion system. (10 Marks)

Question 05

Cruise ship cabins reflect the design aesthetic, preferences and travel needs of contemporary travelers. Discuss six top passenger ship cabin design trends.

(25 Marks)

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Question 06

Fire and explosions in shipyards can be caused by few substances.

- a) Name four substances causing these fire and explosions? (05 Marks)
- b) The classification of fire helps to select the correct extinguishing media according to the nature of the material undergoing combustion. Explain one classification including the best extinguishing mediums for each category. (20 Marks)

Question 07

Today's vessels look somewhat different from passenger ships of the past, since they have a full array of modern amenities, such as infinity pools, media rooms and fitness centers.

- a) Name the major three spaces on a cruise ship. (05 Marks)
- b) Describe special parts of a cruise ship structure. (20 Marks)

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



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Year 4 Semester I
SEMESTER END EXAMINATION
Cruise Operations Management II -THM 41043

- 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.

Date: 2022.09.14

Pass mark -40%

Time: 03 Hours

Question 01 (Compulsory)

American continent (North & South) is a magnet for cruise passengers. They provide opportunity for cruise tourists to explore the region & benefit from cruise tourists in many ways.

- Identify two (02) key Cruise regions of American continent. (04 Marks)
- Identify two (02) sub regions of above Cruise regions and analyse the key characteristics of each. (16 Marks)

Question 02

Cruising in Europe is mainly concentrated into Northern Europe and Southern Europe (including Mediterranean).

- Identify two (02) destinations in Northern Europe and explain the significance of each destination. (12 Marks)
- Identify two (02) important ports in Western Mediterranean (04 Marks)
- Identify two (02) important ports in Eastern Mediterranean (04 Marks)



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Question 03

"Cruising in Oceania & Pacific region is getting popular recently."

- a) Briefly explain the two types of main cruise destinations in Oceania. (08 Marks)
- b) Identify three (03) popular cruise destinations (Islands) in the Pacific. (06 Marks)
- c) Explain the reasons for expedition cruises attracting to Pacific region more than other type of cruises. (06 Marks)

Question 04

Middle East is the newest cruise region developing rapidly & coming to prominence. The region can be divided into different areas geographically.

- a) What are the three (03) major sub regions (areas) in the middle east? (06 Marks)
- b) Dubai has developed into a significant turnaround port in Asia within last two decades. Discuss the factors contributed to Dubai's success in becoming a major cruise hub (14 Marks)

Question 05

India is an important cruise sub region in Indian ocean. Despite its own challenges, India is developing into a major player in world cruising.

- a) Mention three (03) cruise ports in India. (06 Marks)
- b) Analyse the opportunities & challenges India faced by face in its journey to become an important cruise destination (14 Marks)



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Question 06

Sri Lanka has been a cruise destination for many decades. Many cruise liners in their world cruises visited Sri Lanka. However, progress of Sri Lankan cruise industry is not in line with the growth of the cruise world.

- a) Name four (04) Cruise ports in Sri Lanka. (04 Marks)
- b) Mention key attractions of three (03) ports of Sri Lanka (06 Marks)
- c) Explain Why the Colombo port is ideal candidate to become turnaround port in the region. (10 Marks)

Question 07

East Asia is a popular cruise region in the world. The destinations come under East Asia enjoy ever increasing cruise passenger numbers.

- a) Identify the two (02) major turnaround ports in East Asia and highlight the significance of those ports. (08 Marks)
- b) Briefly explain three popular cruise destinations in East Asia and highlight the significance of each. (12 Marks)

Question 08

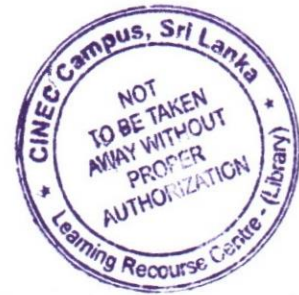
Pollution is a major criticism Cruising Industry face in modern day. There is a growing movement against the pollution by the cruise ships in the west. Cruise ships contribute significantly to carbon emission in shipping sector.

- a) Identify three (3) major ways of pollution in cruise industry (06 Marks)
- b) Briefly explain two (02) of above factors with the aid of an example. (08 Marks)
- c) Briefly explain the solutions that cruise builders & cruise operators have suggested in order to address the above burning issue. (06 Marks)

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



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Year 4 Semester I
SEMESTER END EXAMINATION
MANAGING CRUISE PRODUCTS -THM 41023

- This paper consists of EIGHT questions on TWO (02) 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: 2022.09.12

Pass mark -40%

Time: 03 Hours

Question 01

- 1.1. Write five "A" s of tourism. (05 Marks)
- 1.2. Draw and mark the stages of the product life cycle (10 Marks)
- 1.3. Write the five actors of the onboard culture. (05 Marks)

Question 02

- 2.1. Write any five pricing objectives. (05 Marks)
- 2.2. Briefly describe about the "Gateway City Discount Strategy" and the "Air-sea Pricing Model". (10 Marks)
- 2.3. Discuss briefly about the "Cost-based pricing method" (05 Marks)

Question 03

- 3.1. Discuss about the Demographic Segmentation and the Psychographic Segmentation. (10 Marks)
- 3.2. Discuss whether you agree or disagree with the below statement: "Geographic segmentation is the best method for Cruise ship Tourism" (10 Marks)



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Question 04

- 4.1. Briefly discuss about the niche cruise tourism products (10 Marks)
- 4.2. Describe the steps of Portfolio Analysis. (10 Marks)

Question 05

- 5.1. Briefly discuss about the different types of cruise vessels (10 Marks)
- 5.2. Explain the factors concerned in preparing a cruise tourism itinerary. Here you may provide relevant examples. (10 Marks)

Question 06

- 6.1. Prepare a cruise itinerary for three days and two nights. (10 Marks)
- 6.2. Royal Caribbean's COO calls itinerary planning "one of the most important and time-consuming processes we undertake each year." Do you agree or disagree with the statement? Justify your answer. (10 Marks)

Question 07

- 7.1. Briefly describe about the advantages and disadvantages of Market Orientation to Cruise Tourism. (10 Marks)
- 7.2. Briefly discuss about the new marketing strategies for Cruise Business. (10 Marks)

Question 08

Prepare short notes on any four (04) of the below.

Port of Call

Portfolio Analysis

Systematic Risk

Securities

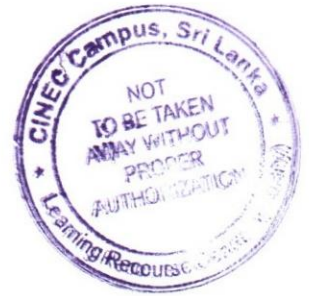
Mainstream Cruise Ships

(4 X 05 Marks= 20 Marks)

-----**End of the Paper**-----



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Year 4 Semester I
SEMESTER END EXAMINATION
TRAVEL DOCUMENT & FORMALITIES-THM 41093

- This paper consists of FIVE(05) 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: 2022.09.12

Pass mark -40%

Time: 03 Hours

Question 01: (Compulsory)

- What is the importance of having a passport? (05 Marks)
- What is a Visa and why is it necessary for travelling? (05 Marks)
- What are the types of visas and briefly explain each main categories and the sub categories. (10 Marks)

Question 02

- What is a pet passport? (02 Marks)
- What are the three main ways of taking a pet in commercial airlines. (06 Marks)
- What should be included in the pet certificate ? (02 Marks)
- Identify 10 safety tips to be concerned, when taking your pet in the Cargo hold. (10 Marks)

Question 03

Travel tips and travel insurance are important to make the journey stressless.

- Write 05 travel tips on sea travels. (05 Marks)



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- b) Write 05 travel tips on train travels. (05 Marks)
- c) Write 05 travel tips on air travels with a pet (05 Marks)
- d) Write 05 travel tips on road travels. (05 Marks)

Question 04

Write short notes on the following

- a) Immigrant vs non-Immigrant visa (05 Marks)
- b) Emergency passports (05 Marks)
- c) A visa policy (05 Marks)
- d) Passport card (05 Marks)

Question 05

A **Schengen visa** is a short stay visa allowing its holder to circulate in the Schengen area. Explain the significance of this visa type including the countries, duration of validity, border crossing formalities. (20 Marks)

Question 06

Travelling is considered the most exciting human activity as you get to experience different places and different cultures. At the same time, Travellers have various responsibilities to keep them safe. **Why are travel precautions important for Travellers and explain the precautions to be taken before travel, during travel and after travel.** (20 Marks)

Question 07

There are different classes of services in airlines. **Briefly explain the difference between First class and Economy class of service with examples.** Your answer must include the seating structure, in-flight services, food & beverage services and ground services.

(20 Marks)



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Question 08

Though travelling is exciting, the very first thing we should consider is being safe and healthy. Some say that having a travel insurance can reduce the stress and the risk you have when traveling. How far do you agree? (20 Marks)

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