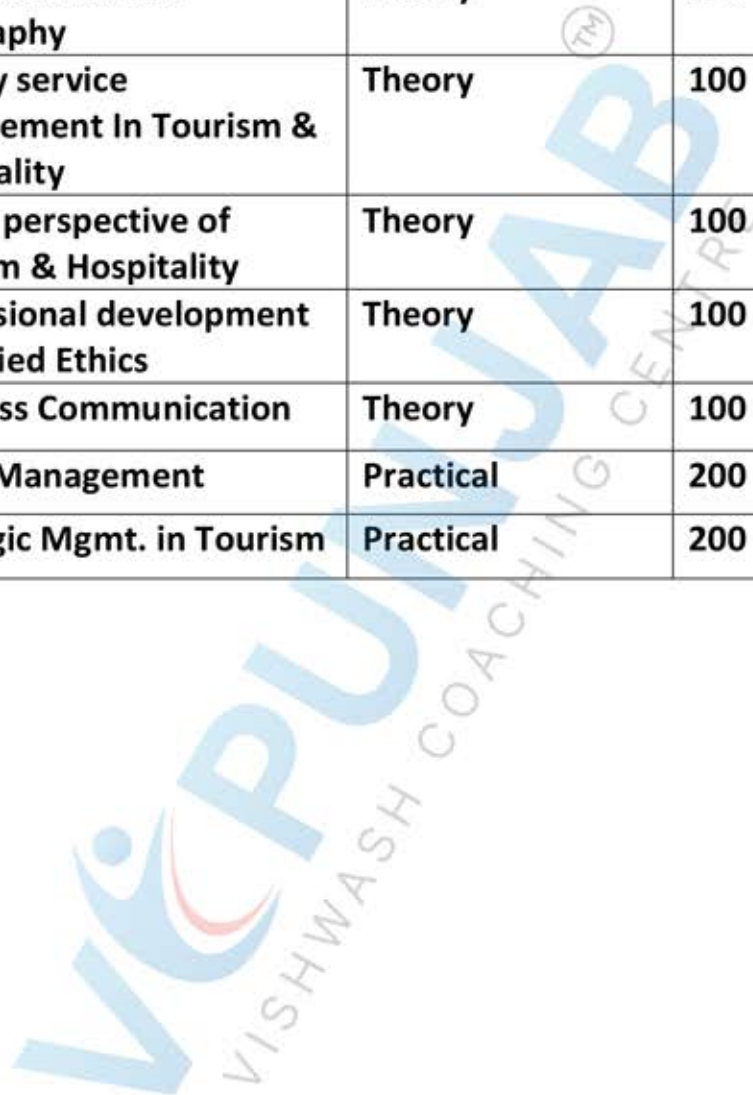


DIPLOMA IN TOURISM MANAGEMENT

Paper	Name of Paper	Subject Type	Total Marks	Min Marks
I	Culture & Tourism Geography	Theory	100	40
II	Quality service management In Tourism & Hospitality	Theory	100	40
III	Macro perspective of Tourism & Hospitality	Theory	100	40
IV	Professional development & applied Ethics	Theory	100	40
V	Business Communication	Theory	100	40
VI	Event Management	Practical	200	100
VII	Strategic Mgmt. in Tourism	Practical	200	100



SECTION-A

CULTURE & TOURISM GEOGRAPHY

- 1. What is meant by Cultural Tourism?**
- 2. What are the benefits & importance of cultural tourism?**
- 3. Define cultural tourism as a Profession?**
- 4. How does cultural tourism benefits the community?**

QUALITY SERVICE MANAGEMENT IN TOURISM & HOSPITALITY

- 1. What is quality service management?**
- 2. What is the need of quality service?**
- 3. What are the deficiencies in quality service and how can we improve it?**
- 4. What is the scope & importance of quality service management in tourism & hospitality?**

SECTION-B

MACRO PERSPECTIVE OF TOURISM & HOSPITALITY

- 1. Define macro perspective of tourism & hospitality?**
- 2. What is the importance of micro in tourism?**
- 3. What are the implications of hospital & tourism in macro perspective?**
- 4. What is the difference between micro & macro perspective of tourism & hospitality?**

PROFESSIONAL DEVELOPMENT & APPLIED ETHICS

- 1. What do you mean by professional development?**
- 2. What are the methods to improve work ethics skills?**
- 3. What role do ethics play in professional settings?**
- 4. Why is the need of professional development and how can you develop ethics?**

SECTION-C

BUSINESS COMMUNICATION

- 1. What is the importance of business communication?**
- 2. How is web communication different from other forms of business communication? How is it similar?**
- 3. Why it is important to study business communication?**
- 4. What if the future scope of business communication and how can you achieve it?**

EVENT MANAGEMENT

- 1. What is the need & importance of event management?**
- 2. How can we manage an event?**
- 3. Organize an event.**
- 4. Practical**
- 5. Viva**

STRATEGIC MANAGEMENT IN TOURISM

- 1. What is the need & importance of strategic management in tourism?**
- 2. How can be strategic management in helpful in tourism?**
- 3. Practical**
- 4. Viva**

ASSIGNMENTS

TOTAL MARKS: -100

Q.1 MCQ's

(M.M-20)

1. This includes the system & infrastructure and created to organize delivery of the service.

- a) products & service features
- b) technical qualities
- c) freedom deficiencies
- d) functional quality

2. Which of the following best example of adventure tourism?

- a) boat tour
- b) bus tour
- c) hot air ballooning
- d) tour guides

3. Which of the following is not example of resort?

- a) bread & breakfast
- b) golf resort
- c) ski resort
- d) waterpark resort

4. It is freedom for risk, danger and doubt.

- a) competence
- b) courtesy
- c) credibility
- d) security

5. This refer to the spacer between "where we are" & "where we want to be"

- a) gap

b) gap analysis

c) service quality

d) none of the above

6. It is one of many ways that a product or service can compete in the marketplace.

a) retaining customers

b) referrals

c) retentions of good employees

d) referrals

7. Refers to the act of moving from one location to another.

a) travel

b) tourism

c) transportation

d) stakeholder

8. A person, group or organization who owns part of the subject

a) shareholder

b) stakeholder

c) government

d) supplier

9. Push factors in tourism are

a) facilities

b) prestige

c) services

d) none of the above

10. Pull factors in tourism are

a) rest & relaxation

b) escape

- c) amenities
- d) none of the above

Q.2 FILL IN THE BLANKS

(M.M-20)

1.is not included in 4Psof total quality management.
2. Visit to a country by non-resident of that country is
3. Visits by the residents of a country to another country is
4. Visitors who travel and come back on the same day are called
5.is the cheapest means of transportation.
6.is the safest means of transportation.
7.is the international symbol of tourism & hospitality.
8.are the employees working with direct contact with the guest.
9. TERN means.....
10. Phobia of travel is.....

Q.3 SHORT ANSWER TYPE QUESTIONS

(M.M-32)

1. How can you provide quality service in Tourism?
2. What are the factors affecting service quality in Tourism?
3. Why is professional development & applied ethics important?
4. What id double effect principle?
5. How can you apply ethics in your future profession?
6. What are the functions of a code of ethics?
7. Can you be professional without being ethical?
8. What are the biggest challenges a marketing manager faces today?

Q.4 LONG ANSWER TYPE QUESTIONS

(M.M-28)

- 1. Explain why ethics are integral part of accounting?**
- 2. Explain the purpose of professional development?**
- 3. Explain briefly what the term 'tagging' means in relation to business communication?**
- 4. Explain briefly the difference between micro culture & macro culture including examples for each?**

