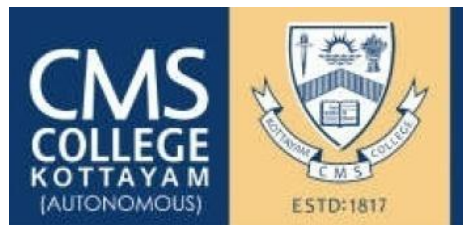


CMS COLLEGE KOTTAYAM (AUTONOMOUS)

Affiliated to the Mahatma Gandhi University, Kottayam, Kerala



CURRICULUM FOR UNDER GRADUATE PROGRAMMES IN

Bachelor of Vocation

TRAVEL, TOURISM AND LOGISTICS MANAGEMENT

**UNDER CHOICE BASED CREDIT SYSTEM 2018
(With effect from 2018)**

Approved by the Board of Studies on 12.09.2018

CONTENTS

1. Acknowledgements
2. Preface
3. Curriculum
 - a. Graduate Programme Outcome
 - b. Programme Specific Outcome
4. Course Design
5. Programme Structure Semester wise
6. Programme structure category wise
 - a. Skill Component
 - b. General Component
7. Syllabus
8. Syllabus of Add on Courses
9. Model Question Papers

ACKNOWLEDGEMENTS

I take this opportunity to express my deep appreciation to all academicians and representatives from the industry who participated in the numerous meeting that were arranged during the year in connection with curriculum design of Bachelor of Vocation (B.Voc) Travel, Tourism and Logistics Management programme, held at CMS College Kottayam (Autonomous). I thank the Expert Committee of various subjects for their valuable suggestions in finalizing the syllabus.

I also place on record sincere thanks to the members of the board of studies below.

1. Dr. Vimal George Kurian, Asst. Professor, Department of Commerce, CMS College, Kottayam (Autonomous)
2. Smt. Ann Abraham, Asst. Professor, Department of Commerce, CMS College, Kottayam (Autonomous)
3. Smt. Minnie Mary Ninan, Asst. Professor, Department of Commerce, CMS College, Kottayam (Autonomous)
4. Smt. Tilda Mary Daniel, Asst. Professor, Department of Commerce, CMS College, Kottayam (Autonomous)
5. Smt. Jisha Mary Mathew, Asst. Professor, Department of Commerce, CMS College, Kottayam (Autonomous)
6. Sri. Riju Varkey Thomas, Asst. Professor, Department of Commerce, CMS College, Kottayam (Autonomous)
7. Dr. Samkutty George, Co-ordinator, Department of Commerce (SF), CMS College, Kottayam (Autonomous)
8. Dr. K.K John, Asst. Professor, Department of Commerce (SF), CMS College, Kottayam (Autonomous)
9. Sri. Tony Antony, Asst. Professor, Department of Commerce (SF), CMS College, Kottayam (Autonomous)
10. Sri. Sajeev Joseph, Asst. Professor, Department of Commerce (SF), CMS College, Kottayam (Autonomous)

Dr. Tomy Mathew
(Head and Associate Professor Department of Commerce)
Chairman, Board of Studies

PREFACE

In this critical juncture when the nation aspires to be the emerging global leader in various areas, the demand of a highly qualified and trained workforce assumes paramount importance. The quality of this efficient workforce depends on a highly efficient and focussed higher education system. As in the present scenario when business and commerce has a direct impact on the human lives in the world, the quality of commerce and business education is becoming increasingly important.

A standardised curriculum in alignment with the real time needs will determined the quality of work skill that future generations will reply on. The curriculum must be able to enhance the existing frontiers of business education and throw open before students a business world which will determine their future. In this regard updating the syllabus is paramount to any academic autonomous system. The syllabus should, as already mentioned have a thrust on real time needs at the same time should aspire to accommodate the inevitable changes in the business environment. This syllabus is attempts to incorporate such demands at the same time give a solid foundation in Travel, Tourism, Logistics Management, Commerce, Business and Accounting.

GRADUATE PROGRAMME OUTCOMES (GPOs)

Students of all Undergraduate Degree programmes at the time of graduation will be able to:

	Graduate Programme Outcomes	
GPO1	Critical Thinking: Take an informed and analytical approach to learning and demonstrate in-depth knowledge of the subject and give opinion(s) supported by logical reasoning that one have judged to be appropriate and understanding different approaches and using them	PSO 1,4,5
GPO2	Effective Communication: Demonstrate proficiency in communicating competently in groups and organizations, competence in interpersonal communication; possess skills to effectively deliver formal and informal presentations to a variety of audiences in multiple contexts	PSO 7
GPO3	Social Interaction: Foster social skills and peer interaction enabling them to make all people feel valued and respect their differences by being responsible citizens for creating a socially inclusive society	PSO 7,9
GPO4	Ethical Standards: Recognize values such as justice, trust, equity, fairness, kindness and develop a commitment to meeting and upholding standards of ethical behaviour in all walks of life and comprehending the moral dimensions of decisions and actions	PSO 2,3,6,
GPO5	Environmental Consciousness: Discern the issues of environmental contexts and engages in promoting values and attitudes that claim coexistence and sustainable living with reduced, minimal, or no harm upon ecosystems	PSO 3
GPO6	Lifelong Learning: Acquire the skill to be an independent lifelong learner embracing real-time changes in the socio-technological context, promoting continuous development and improvement of the knowledge and skills needed for employment and personal fulfilment	PSO 8,10,11,12,13,14

PROGRAMME SPECIFIC OUTCOMES (PSOs)

No	Programme Specific Outcome	PSO Code	Courses
PSO -1	Workout problems of financial accounting	AC	Financial Accounting
PSO -2	Explain the theoretical background of business	BP	Principles of Management, Marketing Management, Entrepreneurship Development in Tourism, Tourism Marketing,
PSO -3	Interpret the legal and environmental aspects business	LA	Business Environment and Ethics, Business Law, Company Law, Ethical, Legal and Regulatory Framework for Tourism, Cyber Security and IT for Tourism
PSO -4	Analyse quantitative data in order to take business decisions	DA	Business Statistics I, Business Statistics II
PSO -5	Explain the tax provisions of business	TX	Goods and Service Tax
PSO -6	Describe the functioning of Banking Companies	BP	Banking Theory and Practice
PSO -7	Organize and deliver relevant applications of knowledge through effective written, verbal, graphical/virtual communications and interact productively with people from diverse backgrounds	CC	Listening and Speaking Skills in English, Reading and Writing Skills, Social Skills, Corporate Skills
PSO -8	Identify and describe the unique features of e-commerce technology and discuss their business	EC	E-Commerce

	significance		
PSO –9	Explain the importance of human resources and their effective management in organizations	HR	Human Resource Management
PSO –10	Exhibit an awareness and sensitivity to retail and tourism management operations	TM	Principles and Practices of Tourism I, Tourism Products, Principles and Practices of Tourism II, Eco Tourism
PSO – 11	Attain proficiency and expertise in Documentation and procedures for passenger’s travel including Airport Management and tour packaging	DP	Travel Geography, Destination visits and case studies, Travel Agency and Tour Operation Management, Transportation Management, Hospitality Management, Front Office/ House Keeping Operations, Tour Packaging
PSO – 12	Acquire proficiency and expertise in Documentation and procedures for Cargo movement	CM	Cargo Management, Air Cargo Management
PSO – 13	Secure knowledge & understand the procedures of Worldwide Logistics, Supply Chain Management & resort management	LS	Tour Guiding and Escorting, Air Fares and Ticketing with GDS, MICE Tourism, Logistics Supply Chain Management, Event Management, Resort Management
PSO – 14	Practical experience of pre and post tour activities	PE	Study tour, Industrial Visit Visit and Report Presentation, Project (Minor and Major)

PROGRAMME DESIGN

B.Voc Programme

The B.Voc UG programme in Travel, Tourism and Logistics Management includes General Education Component, Skill Component, project work, Viva Voce, Destination visit, Case Studies and Internships. For the successful completion of this UG programme, a student shall acquire minimum 180 credits. Provision has also been made for acquiring Extra credits through the Extra Credit Courses and Add on programmes. The course design is given below.

Sl.No	Course type	No. of courses	Total credits
1	General Education Component	18	72
2	Skill Component	27	108
Total		45	120

PROGRAMME STRUCTURE

Course Code	Subject	General/ Skill	Credit	Contact hrs./Week	Total Hrs in the Sem	Marks ESE	MarksCE	Total Marks
SEMESTER – I								
EN1811503	Listening and Speaking Skills in English	General	4	4	72	80	20	100
CM1811201	Business Environment and Ethics	General	4	5	90	80	20	100
TT1811201	Business Statistics– 1	General	4	5	90	80	20	100
TT1811101	Principles and Practices of Tourism I	Skill	5	5	90	80	20	100
TT1811102	Tourism Products	Skill	5	5	90	80	20	100
TT1811103	Travel Geography	Skill	5	5	90	80	20	100
TT1811801	Destination visits and case studies (Min 4 case studies) (20 marks per case study)	Skill	3	1	18	80	20	100
Total			30	30	540	560	140	700
SEMESTER – II								
EN1812505	Reading and writing Skills	General	4	4	72	80	20	100
CM1812202	Marketing Management	General	4	4	72	80	20	100
TT1812202	Business Statistics– II	General	4	4	72	80	20	100
TT1812104	Principles and Practices of Tourism II	Skill	4	5	90	80	20	100
TT1812105	Tour Guiding and Escorting	Skill	4	4	72	80	20	100
TT1812106	Air Fares and Ticketing with GDS	Skill	4	5	90	80	20	100
TT1812107	MICE Tourism	Skill	4	4	72	80	20	100
TT1812802	Minor- Project (Eco-Tourism Destination)	Skill	2	-	-	80	20	100
Total			30	30	540	640	160	800

Course Code	Subject	General/ Skill	Credit	Contact Hrs/Week	Total Hrs in the Sem	Marks ESE	MarksCE	Total Marks
SEMESTER – III								
CM1813203	Business Law	General	4	5	90	80	20	100
CM1813204	Financial Accounting	General	4	5	90	80	20	100
EN1813507	Social Skills	General	4	4	72	80	20	100
TT1813108	Travel Agency and Tour Operation Management	Skill	5	5	90	80	20	100
TT1813109	Tour Packaging	Skill	5	5	90	80	20	100
TT1813110	Transportation Management	Skill	5	5	90	80	20	100
TT1813803	<i>Study tour (Pre-Tour and Post Tour Activities)</i>	Skill	3	1	18	80	20	100
Total			30	30	540	560	140	700
SEMESTER – IV								
EN1814509	Corporate Skills	General	4	4	72	80	20	100
CM1814205	Principles of Management	General	4	4	72	80	20	100
CM1814206	Company Law	General	4	5	90	80	20	100
TT1814111	Air Cargo Management	Skill	5	5	90	80	20	100
TT1814112	Cargo Management	Skill	4	5	90	80	20	100
TT1814113	Logistics and Supply Chain Management	Skill	4	5	90	80	20	100
TT1814804	<i>Industry Visit and Report Presentation (Min 4) Major Project</i>	Skill	3	2	36	80	20	100
TT1814805	Summer Internship	Skill	2	-	-	80	20	100
Total			30	30	540	640	160	800

Course Code	Subject	General/ Skill	Credit	Contact Hrs/Week	Total Hrs in the Sem	Marks ESE	MarksCE	Total Marks
SEMESTER – V								
CM1815207	Banking Theory and Practice	General	4	3	54	80	20	100
TT1815203	Entrepreneurship Development in Tourism	General	4	3	54	80	20	100
CM1815208	Goods and Services Tax	General	4	4	72	80	20	100
TT1815114	Eco Tourism	Skill	4	5	90	80	20	100
TT1815115	Hospitality Management	Skill	5	5	90	80	20	100
TT1815116	Front Office/ House Keeping Operations	Skill	4	5	90	80	20	100
TT1815117	Ethical, Legal and Regulatory Framework for Tourism	Skill	4	4	72	80	20	100
TT1815806	Industrial Visit/ National Tour (Report Submission)	Skill	1	1	18	80	20	100
Total			30	30	540	640	160	800
SEMESTER – VI								
CM1816209	Human Resource Management	General	4	4	72	80	20	100
TT1816204	Tourism Marketing	General	4	4	72	80	20	100
CM1816210	E-Commerce	General	4	4	72	80	20	100
TT1816118	Event Management	Skill	5	4	72	80	20	100
TT1816119	Resort Management	Skill	5	4	72	80	20	100
TT1816120	Cyber Security and IT for Tourism	Skill	5	4	72	80	20	100
TT1816807	Internship	Skill	-	3	54	40	10	50
TT1816808	Project/Dissertation	Skill	3	3	54	80	20	100
TT1816901	Viva Voce	Skill	-	-	-	50	-	50
Total			30	30	540	660	140	800

GENERAL EDUCATION COMPONENTS

Sl.No	Course Name	Credit	Hrs/W	Semester
1	Listening and Speaking Skills	4	5	1
2	Business Environment and Ethics	4	4	1
3	Business Statistics– 1	4	5	1
4	Reading and writing Skills	4	4	2
5	Marketing Management	4	4	2
6	Business Statistics– II	4	4	2
7	Business Law	4	5	3
8	Financial Accounting	4	5	3
9	Social Skills	4	4	3
10	Corporate Skills	4	4	4
11	Principles of Management	4	4	4
12	Company Law	4	5	4
13	Banking Theory and Practice	4	3	5
14	Entrepreneurship Development in Tourism	4	3	5
15	Goods and Services Tax	4	4	5
16	Human Resource Management	4	4	6
17	Tourism Marketing	4	4	6
18	E-Commerce	4	4	6
Total		72		

SKILL EDUCATION COMPONENTS

Sl.No	Course Name	Credit	Hrs/W	Semester
1	Principles and Practices of Tourism I	5	5	1
2	Tourism Products	5	5	1
3	Travel Geography	5	5	1
4	Destination visits and case studies (Min 4 case studies) (20 marks per case study)	3	1	1
5	Principles and Practices of Tourism II	4	5	2
6	Tour Guiding and Escorting	4	4	2
7	Air Fares and Ticketing with GDS	4	5	2
8	MICE Tourism	4	4	2
9	Summer Internship	2	-	2
10	Travel Agency and Tour Operation Management	5	5	3
11	Tour Packaging	5	5	3
12	Transportation Management	5	5	3
13	<i>Study tour (Pre-Tour and Post Tour Activities)</i>	3	1	3
14	Air Cargo Management	5	5	4
15	Cargo Management	4	5	4
16	Logistics and Supply Chain Management	4	5	4
17	<i>Industry Visit and Report Presentation (Min 4) Major Project</i>	3	2	4
18	Summer Internship	2	-	4
19	Eco Tourism	4	5	5
20	Hospitality Management	5	5	5

21	Front Office/ House Keeping Operations	4	5	5
22	Ethical, Legal and Regulatory Framework for Tourism	4	4	5
23	Industrial Visit – One Case Study (Hotels/ Resorts) / National Tour Report	1	1	5
24	Event Management	5	4	6
25	Resort Management	5	4	6
26	Cyber Security and IT for Tourism	5	4	6
27	Project	3	3	6
28	Internship	-	3	6
29	Viva Voce	-	-	6
Total		108		

ADD ON COURSES

Sl No	Code	Course Name	Semester
1	TT18A1001	OFFICE AUTOMATION	1
2	TT18A1002	CUSTOMER SERVICE SKILLS	2
3	TT18A1003	COMPUTER RESERVATION SYSTEM	3
4	TT18A1004	AIRPORT GROUND SERVICES	4
5	TT18A1005	DANGEROUS GOODS FOR PASSENGERS HANDLING STAFF	5
6	TT18A1006	SAFETYAND SECURITY SERVICESINAN AIRPORT	6

DETAILED SYLLABUS

SEMESTER 1				
Course Code	Courses	General/Skill	Credit	Instructional Hours/Week
EN1811503	Listening and Speaking Skills in English	General	4	4
CM1811201	Business Environment and Ethics	General	4	5
TT1811201	Business Statistics– 1	General	4	5
TT1811101	Principles and Practices of Tourism I	Skill	5	5
TT1811102	Tourism Products	Skill	5	5
TT1811103	Travel Geography	Skill	5	5
TT1811801	Destination visits and case studies (Min 4 case studies) <i>(20 marks per case study)</i>	Skill	3	1
Total			30	30

Course	Details				
Code	EN1811503				
Title	LISTENING AND SPEAKING SKILLS IN ENGLISH				
Degree	B.Voc				
Branch(s)	Travel, Tourism and Logistics Management				
Year/Semester	1/1				
Type	General				
Credits	4	Hrs/Week	4hours	Total Hours	72

Cognitive Level: R-Remember; U-Understanding; Ap-Apply; An-Analyze; E-Evaluate; C-Create.

C O N o.	Expected Course Outcomes Upon completion of this course, the students will be able to:	Cognitive Level
1	Listen to lectures, public announcements and news on TV and radio.	U
2	Engage in telephonic conversation.	C
3	Communicate effectively and accurately in English.	AP
4	Use spoken language for various purposes.	AP
5	Critically analyze a poem or a prose.	AN

Module	Course Description	Hrs	CO. No
1.0	Pronunciation	25	
1.1	Phonemic symbols	4	3,4
1.2	Consonants	4	3,4
1.3	Vowels	4	3,4
1.4	Syllables	4	3,4
1.5	Consonants and words that are commonly mispronounced	2	3,4
1.6	Influence of mother tongue	4	3,4
1.7	Practice sessions	3	3,4
2.0	Listening Skills	18	
2.1	Difference between listening and hearing	1	1,2
2.2	Active listening	1	1,2
2.3	Barriers to listening	1	1,2
2.4	Academic listening	1	1,2
2.5	Listening for details	2	1,2
2.6	Listening and note-taking	2	1,2
2.7	Listening for sound contents of videos	2	1,2
2.8	Listening to talks and descriptions	2	1,2
2.9	Listening for meaning	2	1,2
2.10	Listening to announcements	2	1,2

2.11	Listening to news programmers.	2	1,2
3.0	Speaking Skills	14	
3.1	Interactive nature of communication	1	2,3,4
3.2	Importance of context	1	2,3,4
3.3	Formal and informal	1	2,3,4
3.4	Set expressions in different situations	1	2,3,4
3.5	Greeting	1	2,3,4
3.6	Introducing	1	2,3,4
3.7	Making requests	1	2,3,4
3.8	Asking for / giving permission	1	2,3,4
3.9	Giving instructions and directions	1	2,3,4
3.10	Agreeing / disagreeing	1	2,3,4
3.11	Seeking and giving advice	1	2,3,4
3.12	Inviting and apologizing telephonic skills	1	2,3,4
3.13	Conversational etiquettes	2	
4.0	Dialogue Practice	7	
4.1	Students should be given ample practice in dialogue, using core and supplementary materials	7	1,2,3,4
5	Literature Review	8	
5.1	Detailed Analysis – O. Henry: The Last Leaf (Short Story)	3	3,5
5.2	Detailed Analysis- Robert Frost: The Road not Taken	3	3,5
5.3	Literature Activity: Critical Activity	2	3,5

REFERENCES

1. English for Effective Communication, Oxford University Press, 2013.
2. Marks, Jonathan, English Pronunciation in Use, New Delhi: CUP, 2007.
3. Lynch, Tony, Study Listening, New Delhi: CUP, 2008.
4. Kenneth, Anderson, Tony Lynch, Joan MacLean, Study Speaking, New Delhi: CUP, 2008.
5. Jones, Daniel, English Pronouncing Dictionary, 17th Edition, New Delhi: CUP, 2009.

Course		Details			
Code	CM1811201				
Title	BUSINESS ENVIRONMENT AND ETHICS				
Degree	B.Voc				
Branch(s)	Travel, Tourism and Logistics Management				
Year/Semester	1/1				
Type	General				
Credits	4	Hrs/Week	5	Total Hrs	90
CO No.	<i>Expected Course Outcomes</i> <i>Upon completion of this course, the students will be able to:</i>				Cognitive Level
1	Explain how the environment affects the working of a business				U
2	Explain how social and cultural environment affects business operations				U
3	Understand Environmental impact assessment and its relevance				U
4	Justify the importance of doing business ethically				E
5	Understand how to build corporate image				U

Cognitive Level: R-Remember; U-Understanding; Ap-Apply; An-Analyze; E-Evaluate; C-Create.

Module	Course Description	Hrs	CO. No.
1.0	Nature And Scope Of Business Environment	17	1
1.1	Meaning, Concepts	3	1
1.2	Objectives of Business	3	1
1.3	Micro and Macro Environment	5	1
1.4	Uses of Environmental Study	3	1
1.5	Relationship between Business and Its Environment	3	1
2.0	Social, cultural environment and cultural environment	20	2
2.1	Social and cultural environment meaning	2	2
2.2	Cultural environment and elements of culture	2	2
2.3	Global and natural culture	1	2
2.4	social responsibilities of business	3	2
2.5	CSR nature-models of CSR	3	2
2.6	Strategies of CSR	2	2
2.7	arguments for and against social responsibility	3	2
2.8	Natural environment	1	2
2.9	Environment management objectives	2	2
2.10	Impact on business	1	2
3.0	Environmental management	15	3
3.1	Environmental management – Meaning	2	3
3.2	Sustainable Development	2	3
3.3	Environmental impact Assessment and its relevance	2	3

3.4	Environmental ethics	3	3
3.5	EIA inputs to project life cycle	2	3
3.6	Environmental accounting	2	3
3.7	Assessing the components of environmental costs.	2	3
4.0	Business ethics	20	4
4.1	Business ethics – Meaning	3	4
4.2	Ethics and values	3	4
4.3	The new management philosophy ethics in business functional areas	7	4
4.4	Integrity	2	4
4.5	Sales	1	4
4.6	HRM	2	4
4.7	Management of quality organizational culture	2	4
5.0	Building corporate image	17	5
5.1	Meaning and importance	3	5
5.2	Steps in building corporate image	3	5
5.3	Knowledge workers and knowledge management	3	5
5.4	Knowledge economy business ethics	3	5
5.5	Protection of employees	3	5
5.6	QWL work life balance	2	5

SUGGESTED READING

1. Business Environment, Elsevier, Ane books private limited.
2. Business environment, FransisCherunilam, Himalaya Publishing House
3. Environmental management, Jadhav, Himalaya Publishing House
4. Corporate governance and business ethics, U.C.Mathur, Macmillain India limited.
5. Corporate governance and Business Ethics and CSR, J.P.Sarmma, Ane books privatelimited.

Course	Details				
Code	TT1811201				
Title	BUSINESS STATISTICS – 1				
Degree	B.Voc				
Branch(s)	Travel, Tourism and Logistics Management				
Year/Semester	1/1				
Type	General				
Credits	4	Hrs/Week	5	Total Hrs	90

CO No.	<i>Expected Course Outcomes</i> <i>Upon completion of this course, the students will be able to:</i>	Cognitive Level
1	Explain the features and methods of statistics	U
2	Calculate an appropriate measure of central tendency	AP
3	Calculate an appropriate measure of dispersion	AN
4	Measure change in a set of related variables over time	AN

CO-Course Outcome; Cognitive Level: R-Remember; U-Understanding; Ap-Apply; An-Analyze; E-Evaluate; C-Create.

Module	Course Description	Hrs	CO. No.
1.0	Introduction to Statistics	10	1
1.1	Origin and Growth- Meaning- definition	2	1
1.2	Functions of Statistics	2	1
1.3	Importance of Statistics	2	1
1.4	limitations of Statistics	2	1
1.5	Distrust of Statistics	2	1
2.0	Measures of Central tendency	20	2
2.1	Measures of Central tendency – Meaning	2	2
2.2	Concept	1	2
2.3	Mean	3	2
2.4	Median	3	2
2.5	Mode	2	2
2.6	Geometric mean	4	2
2.7	Harmonic mean	4	2
2.8	Merits and demerits	1	2
3.0	Measures of Dispersion	20	3
3.1	Concept	1	3
3.2	Absolute and relative measure	1	3
3.3	Range	1	3

3.4	Inter quartile range	2	3
3.5	Quartile Deviation	4	3
3.6	Mean Deviation	2	3
3.7	Standard Deviation	2	3
3.8	Merits and Demerits	1	3
3.9	Relevance and applications in Business	1	3
3.10	Co-efficient of variation	2	3
3.11	Skewness and Kurtosis	2	3
3.12	Moments. (Brief Study only)	1	3
4.0	Index Numbers	25	4
4.1	Meaning-Importance	1	4
4.2	Characteristics and uses of Index Numbers	2	4
4.3	Price Index	2	4
4.4	Quantity index	2	4
4.5	Value based index numbers	2	4
4.6	Methods of constructing index numbers	3	4
4.7	LA Speyer's, Poachers' and Fisher's Ideal Index numbers	3	4
4.8	Test of consistency	4	4
4.9	Problems in construction of index numbers	4	4
4.10	Cost of living index numbers and its uses.	2	4
5.0	Time series Analysis	15	
5.1	Meaning and Definition	1	4
5.2	Components of time series	3	4
5.3	Methods of determination of trend-Methods of moving average	6	4
5.4	Methods of least squares-Scope in business	5	4

SUGGESTED READING

1. Richard, Levin & Rubin, David, S., Statistics for Management, *Prentice Hall of India, New Delhi.*
2. Spiegel, M.R., Theory and Problems of Statistics, *Schaum's Outlines Series, McGraw Hill Publishing Co.*
3. .Kothari, C.R., Research Methodology, *New Age Publications, New Delhi.*
4. Sharma, J. K., Business Statistics, *Pearson Education.*
5. Gupta, S.C., Fundamentals of Statistics, *Himalaya Publishing House.*

6. Gupta, S.P. & Gupta, Archana, Elementary Statistics, *Sultan Chand and Sons, New Delhi.*
7. Elhance D N, Elhance, Veena and Aggarwal B M *Fundamentals of Statistics , KitabMahal*
8. Gupta, C B and Gupta, Vijay., *An Introduction to Statistical Methods, Vikas Publishing House*
9. Pillai, R S N and Bagavathi, V., *Statistics , S Chand & Co*

Course		Details			
Code	TT1811101				
Title	PRINCIPLES AND PRACTICES OF TOURISM I				
Degree	B.Voc				
Branch(s)	Travel, Tourism and Logistics Management				
Year/Semester	1/1				
Type	Skill				
Credits	5	Hrs/Week	5	Total Hrs	90
CO No.	Expected Course Outcomes <i>Upon completion of this course, the students will be able to:</i>				Cognitive Level
1	To understand the history of tourism.				U
2	To know the basic concepts and models of tourism.				U
3	To know about the tourism industry in detail.				U
4	To understand the functional structure of various national and International tourism organizations.				U

CO-Course Outcome; Cognitive Level: R-Remember; U-Understanding; Ap-Apply; An-Analyze; E-Evaluate; C-Create.

Module	Course Description	Hrs	CO. No.
1.0	Travel and Tourism through the Ages	15	1
1.1	Travel and Tourism through the Ages: Early Travels	3	1
1.2	'Renaissance' and 'Age of Grand Tours'	3	1
1.3	Emergence of Modern Tourism	5	1
1.4	Factors affecting growth of Tourism	4	1
2.0	Tourism	15	2
2.1	Tourism: Definition, Meaning	2	2
2.2	Nature and Scope	1	2
2.3	Tourist, Traveller, Visitor and Excursionist - definition and differentiation	2	2
2.4	Leisure, Recreation and Tourism interrelationship	2	2
2.5	Typology and forms of tourism– International, Inbound	2	2
2.6	Typology and forms of tourism– Outbound, Inter regional, Intra regional	2	2
2.7	Typology and forms of tourism– Domestic, International	2	2
2.8	Other forms & Social tourism.	2	2
3.0	Tourism an Overview	20	3
3.1	Tourism an Overview – components (5A's Attraction, Accessibility, Accommodation, Amenities and Activities)	4	2
3.2	Tourism system and Elements of tourism (Leiper's Model) –	5	2

	Characteristics of Tourism (Intangibility, Perishability)		
3.3	Tourism system and Elements of tourism (Leiper's Model) – Characteristics of Tourism (Variability, Inseparability, Heterogeneous)	5	2
3.4	Tourism system and Elements of tourism (Leiper's Model) – Characteristics of Tourism (Multitude of industry, Pricing competitiveness/Flexibility, Interrelationship of elements.)	6	2
4.0	Introduction to tourism industry	15	3
4.1	Introduction to tourism industry – Travel agency, History	3	3
4.2	Introduction to tourism industry –Operation/Functions – Types.	3	3
4.3	Introduction to tourism industry –Tour Operators, Functions, Types.	3	3
4.4	Introduction to tourism industry –Accommodation Industry-Types – Classification – Supplementary.	3	3
4.5	Introduction to tourism industry –Souvenir Industry & Shopping.	3	3
5.0	Transportation (Air, Water, Land)	10	3
5.1	Transportation (Air, Water, Land) - meaning	5	3
5.2	Role of Transportation in Tourism (Airlines, Railways, Cruises, Coaches, Car rentals, etc.)	5	3
6.0	International travel requirements	15	4
6.1	International travel requirements (Passport, Visa, Health Certificates & Insurance).	5	4
6.2	Role and functions of NTO and tourism authorities of various levels (National, State, Local)	5	4
6.3	Travel & Tourism Organizations – National and International:- ITDC, FHRAI, IATO, TAAI, UNWTO, IATA, UFTAA, PATA.	5	4

SUGGESTED READING

- 1.P.N Seth: Successful tourism Management (Vol. 1 & 2) , Sterling Publishers, New Delhi
2. A.K Bhatia: International Tourism Management, Sterling Publishers,
3. A.K Bhatia: Tourism Development: Principles and Practices, Sterling Publishers,
4. Christopher.J. Hollway; Longman ; The Business of Tourism
5. Cooper, Fletcher et al, (1993), Tourism Principles and Practices, Pitman.
6. A.K Bhatia:The Business of Tourism concept and strategies , Sterling Publishers
7. Page, S: Tourism Management: Routledge, London

Course		Details			
Code	TT1811102				
Title	TOURISM PRODUCTS				
Degree	B.Voc				
Branch(s)	Travel, Tourism and Logistics Management				
Year/Semester	1/1				
Type	Skill				
Credits	5	Hrs/Week	5	Total Hrs	90
CO No.	Expected Course Outcomes <i>Upon completion of this course, the students will be able to:</i>				Cognitive Level
1	To have a detailed understanding on various tourism products				U
2	To identify the role of cultural, heritage, nature, desert and adventure tourism				U
3	To understand various kind of natural tourism forms				U

CO-Course Outcome; Cognitive Level: R-Remember; U-Understanding; Ap-Apply; An-Analyze; E-Evaluate; C-Create.

Module	Course Description	Hrs	CO. No.
1.0	Tourism products	20	1
1.1	Tourism Product- Definition and Differentiation	3	1
1.2	Tourism Products & Attractions	5	1
1.3	Elements and characteristics of tourism products- typology of tourism products	6	1
1.4	Unique features of Tourism Products in India; Geography of India – Physical and Political features	6	1
2.0	Cultural Resources	15	2
2.1	Cultural Resources- Performing Arts of India	5	2
2.2	Classical Dances and Dance Styles- Indian Folk Dances-Music and Musical Instruments-Handicrafts of India	5	2
2.3	Craftsmanship-Indian Painting-Fairs and Festivals - Cuisines and specialty dishes	5	2
3.0	Architectural Heritage of India	20	3
3.1	Architectural Heritage of India – India’s Architectural Styles- Historic Monuments of Tourist significance (ancient medieval and modern)- Important Historic / Archaeological sites	7	2
3.2	Museums, Art Galleries, Libraries their location and assets- Religious Shrines / Centres – Hindu, Buddhist, Jain, Sikh, Muslim,	7	2
3.3	Christian and others- World Heritage sites in India	6	2
4.0	Nature based Tourism	15	3
4.1	Nature based Tourism: Wild life Sanctuaries, National Parks,	10	2

	Botanical gardens, Zoological parks, Biosphere reserves		
4.2	Mountain Tourism with special reference to Himalayas	5	2
5.0	Desert Tourism	10	3
5.1	Desert Tourism with special reference to Rajasthan	3	2
5.2	Tourism in Coastal areas- Beaches, Islands, Coral reefs	4	2
5.3	Backwater tourism with special reference to Kerala	3	2
6.0	Adventure tourism	10	3
6.1	Adventure tourism – Meaning	1	2
6.2	Classification of Adventure Tourism	4	2
6.3	Land Based –Water Based –Aero Based with suitable examples	5	2

SUGGESTED READING

1. Jacob, Robinet et al , Indian Tourism Products, Abijeeth Publications, New Delhi
2. Acharya Ram, Tourism and Cultural Heritage of India: ROSA Publication,
3. Basham.A.L , The Wonder that was India: Rupa and Company, Delhi.
4. Manoj Dixit, CharuSheela , Tourism Products, New Royal Books.
5. Hussain.A.K , The National Culture of India, national Book Trust, New Delhi
6. SarinaSingh , India, Lonely Planet Publication.
7. KaulH.K , ‘Travelers India’ Oxford University Press.
8. Negi, Jagmohan , Adventure Tourism and sports, Kanishka Publishers

Course		Details			
Code	TT1811103				
Title	TRAVEL GEOGRAPHY				
Degree	B.Voc				
Branch(s)	Travel, Tourism and Logistics Management				
Year/Semester	1/1				
Type	Skill				
Credits	5	Hrs/Week	5	Total Hrs	90
CO No.	Expected Course Outcomes				Cognitive Level
	<i>Upon completion of this course, the students will be able to:</i>				
1	Understand the role of geography in tourism.				U
2	Apply the methods of time management in travel and tourism.				Ap
3	To have an idea about various geographical regions.				U
4	Understand the concept of map reading.				U

CO-Course Outcome; Cognitive Level: R-Remember; U-Understanding; Ap-Apply; An-Analyze; E-Evaluate; C-Create.

Module	Course Description	Hrs	CO. No
1.0	Tourism and Geography	15	1
1.1	Tourism and Geography, role of geography in tourism	5	1
1.2	IATA Traffic Areas – countries, capital cities and codes, airports and codes, currencies, currency codes.	10	1
2.0	Time calculation,	10	2
2.1	Time calculation, Flying time calculation, time zones, day light saving time	4	2
2.2	International date line	2	2
2.3	Marking of cities on outline maps	4	2
3.0	Physical geography of Asia – Pacific Regions	15	3
3.1	Physical geography of Asia – Pacific Regions, tourist destinations, attractions and accessibilities of major countries such as India, China, Singapore, Sri Lanka, Indonesia, Thailand, Maldives, Malaysia, Australia, New Zealand, Japan, Nepal (in brief).	15	3
4.0	Africa & Middle East – Tourist destinations	15	4
4.1	Africa & Middle East – Tourist destinations, attractions and accessibilities of major countries such as South Africa, Egypt, Nigeria, Mauritius, UAE, Israel, Saudi Arabia, Seychelles (in	15	3

	brief).		
5.0	Africa & Middle East – Tourist destinations, attractions and accessibilities	20	4
5.1	Europe– tourism destinations, attractions and accessibilities of major countries such as France, Germany, UK, Italy, Portugal, Switzerland, Spain,	10	3
5.2	America- tourism destinations, attractions and accessibilities of major countries such USA, Spain, Brazil, Argentina, Mexico, Caribbean Islands (in brief)	10	3
6.0	Map Reading	15	4
6.1	Map Reading	15	4

SUGGESTED READING

1. Rough Guides
2. Lonely Planet
3. Lloyd Goodman and Richard Jackson: Geography of Travel and Tourism –Delmar (1999)
4. Sunil Sharma, Emerging International Tourism Markets, RajatPublications(2007)
5. PremnathDhar, International Tourism Emerging Challenges &Futureprospects, Kanishka Publishers Distributors
6. Alan Lew, C. Michael Hall, Dallen J. Timothy, World Geography Of Travel And Tourism: A Regional Approach, Butterworth-Heinemann
7. Colin Michael Hall, Stephen J. Page - The Geography Of Tourism And Recreation Environment, Place And Space, Routledge
8. Babu P George, AlexendruNedelea- International Tourism World Geography & Development Perspectives, Abhijeet Publications

SEMESTER 2				
Course Code	Courses	General/Skill	Credit	Instructional Hours
EN1812505	Reading and Writing Skills	General	4	4
CM1812202	Marketing Management	General	4	4
TT1812202	Business Statistics- II	General	4	4
TT1812104	Principles and Practices of Tourism II	Skill	4	5
TT1812105	Tour Guiding and Escorting	Skill	4	4
TT1812106	Air Fares and Ticketing with GDS	Skill	4	5
TT1812107	MICE Tourism	Skill	4	4
TT1812802	Minor Project (Eco-Tourism Destions)	Skill	2	-
Total			30	30

Course		Details			
Code	EN1812505				
Title	READING AND WRITING SKILLS				
Degree	B. Voc				
Branch(s)	Travel, Tourism and Logistics Management				
Year/Semester	½				
Type	General				
Credits	4	Hrs/Week	4 hours	Total Hours	72
CO No.	Expected Course Outcomes			Cognitive Level	
	<i>Upon completion of this course, the students will be able to:</i>				
1	Understand the mechanism of general and academic writing			U	
2	Recognize the different modes of writing			U	
3	To assist students to develop literal comprehension skills.			U	
4	To assist students to develop increased reading efficiency.			C	

Cognitive Level: R-Remember; U-Understanding; Ap-Apply; An-Analyze; E-Evaluate; C-Create.

Module	Course Description	Hrs	CO. No.
1.0	Writing skill	36	
1.1	Writing as a skill	3	1
1.2	Mechanism of writing	3	1
1.3	Words and sentences	3	1
1.4	Paragraph as a unit of structuring a whole text	2	1
1.5	Combining different sources	2	1
1.6	Functional use of writing- personal	2	1
1.7	Academic and business writing	3	1
1.8	Creative use of writing.	2	1
1.9	Writing process	3	2
1.10	Finding materials	2	2
1.11	Drafting	3	2
1.12	Revising	2	2
1.13	Editing	3	2
1.14	Finalizing the draft	3	2
2.0	Reading Skills	36	
2.1	What is Reading?	3	2,3
2.2	Different types of reading	6	2,3
2.3	Reading comprehension passages	5	2,3
2.4	Poem- <i>Don't go into the library</i> by Alberto Ríos	3	2,3
2.5	Poem- <i>Scholar</i> by Robert Southey	3	2,3
2.6	Essay- Francis Bacon on <i>Learning and How to Read Intelligently</i>	4	2,3
2.7	Improving vocabulary, spelling and punctuation usage	3	2,3
2.8	Subject-verb-agreement	3	2,3
2.9	<i>Story of an hour</i> - Kate Chopin	3	2,3

2.10	How to read a poem	1	2,3
2.11	How to read a story	1	2,3
2.12	How to read an essay	1	2,3

REFERENCES

1. English for Effective Communication, Oxford University Press, 2013.
2. Robert, Barraas, Students Must Write, London: Routledge, 2006.
3. Bailey, Stephen, Academic Writing, Routledge, 2006.
4. Hamp-Lyons, Liz, Ben Heasley, Study Writing, 2nd Edition. Cambridge University Press, 2008.
5. English for Effective Communication, Oxford University Press, 2013.
6. Robert, Barraas, Students Must Write, London: Routledge, 2006.
7. Bailey, Stephen, Academic Writing, Routledge, 2006.
8. Hamp-Lyons, Liz, Ben Heasley, Study Writing, 2nd Edition. Cambridge University Press, 2008.

Course		Details				
Code		CM1812202				
Title		MARKETING MANAGEMENT				
Degree		B.Voc				
Branch(s)		Travel, Tourism and Logistics Management				
Year/Semester		½				
Type		General				
Credits		4	Hrs/Week	4	Total Hrs	72
CO No.	Expected Course Outcomes					Cognitive Level
	<i>Upon completion of this course, the students will be able to:</i>					
1	Explain the different types of markets					U
2	Explain the scope of Marketing					A
3	State the factors on which the market segmentation is based					A
4	Analyse the factors that affect the buying decision of a consumer					A
5	Explain the various stages of product life cycle, Process of New Product development , Branding , Packaging and Labelling					U
6	Explain the various modes of promotion and their determining factor State the recent developments in Marketing					U

CO-Course Outcome; Cognitive Level: R-Remember; U-Understanding; Ap-Apply; An-Analyze; E-Evaluate; C-Create.

Module	Course Description	Hrs	CO. No.
1.0	Marketing— Introduction	10	1
1.1	Market and Marketing- Meaning- Definition of marketing	2	1
1.2	Marketing management - Meaning- Definition	2	2
1.3	Marketing concepts	2	2
1.4	Marketing functions	2	2
1.5	Marketing mix	2	2
2.0	Market Segmentation	15	
2.1	Concept and Need	2	3
2.2	Basis of Market Segmentation	2	3
2.3	Market targeting	2	3
2.4	Market positioning	2	3
2.5	Understanding consumer behaviour	2	3
2.6	Buying motives	3	3
2.7	Factors influencing consumer buying decisions	2	3
3.0	Marketing of products	18	
3.1	Product-Meaning	1	4
3.2	Product development	1	4

3.3	Product mix	1	4
3.4	PLC	1	4
3.5	Branding-brand equity	2	4
3.6	Brand loyalty-Trade mark	2	4
3.7	Packaging and labelling	2	4
3.8	Pricing Of products	2	4
3.9	Factors influencing pricing	2	4
3.10	Pricing policies and strategies	2	4
3.11	Types of pricing	2	4
4.0	Promotion Mix	15	
4.1	Elements of Promotion Mix	3	5
4.2	Nature and importance of promotion	3	5
4.3	Factors influencing Promotion Mix	2	5
4.5	Types of promotion: advertising and their distinctive characteristics	3	5
4.6	Personal selling	2	5
4.7	Public relations and sales promotion	2	5
5.0	Emerging trends in marketing	14	
5.1	Modern marketing	2	6
5.2	Direct marketing	2	6
5.3	E- Marketing, Tele marketing	2	6
5.4	Viral marketing-Relationship marketing	2	6
5.5	Social marketing- DE marketing	2	6
5.6	Remarketing	2	6
5.7	Service marketing	2	6

SUGGESTED READING

1. Ramaswamy V S and Nama Kumari : Marketing Management, *McMillan India Ltd*
2. Philip Kotler and Abraham Koshy : Principles of Marketing, *Pearson Education, New Delhi*
3. Stanton, William. J : Fundamentals of Marketing, *McGraw-Hill, New York*
4. Stanton W.J. Etzal Michael and Walker : Fundamentals of Marketing, *McGraw-Hill, New York*
5. Debbie Gilliland : Marketing, *BPP Professional Education*
6. Mamoria ,Joshi and Mulla : Principles and Practice of Marketing in India *Vedams eBooks (P) Ltd New Delhi*
7. Rajan Nair and Varma M M : Marketing Management, *Sultan Chand and Sons*
8. Chhabra, T.N., Principles of Marketing, *Sun India Publication*

Course		Details			
Code	TT1812202				
Title	BUSINESS STATISTICS II				
Degree	B.Voc				
Branch(s)	Travel, Tourism and Logistics Management				
Year/Semester	½				
Type	General				
Credits	4	Hrs/Week	4	Total Hrs	72
CO No.	<i>Expected Course Outcomes</i> Upon completion of this course, the students will be able to:				Cognitive Level
1	Understand the concept of research				U
2	Determine the relationship between variables using correlation				AN
3	Determine the probability of simple events				AN
4	Analyse hypothesis				AN
5	Construct a project report				AN

CO-Course Outcome; Cognitive Level: R-Remember; U-Understanding; Ap-Apply; An-Analyze; E-Evaluate; C-Create.

Module	Course Description	Hrs	CO. No.
1.0	Research	17	
1.1	Meaning-Definition Business Research-Types of Research (Pure, Applied, Exploratory, Descriptive, Empirical, Analytical, Qualitative and Quantitative)	1	1
1.2	Research process	1	1
1.3	Primary and Secondary Data-Methods of data Collection	2	1
1.4	Census and Sampling	5	1
1.5	Methods (Probability sampling and non-probability sampling)	5	1
1.6	Cross tabulation Analysis of data.	3	1
2.0	Correlation (Un grouped data Only)	15	
2.1	Concept-Types of Correlation-methods	2	2
2.2	Karl Pearson s Co-efficient of correlation	2	2
2.3	Spearman's Rank Correlation co-efficient	2	2

2.4	Probable Error	1	2
2.5	Regression analysis (Un grouped data Only) – Concepts	2	2
2.6	Lines of Regression	3	2
2.7	Regression Equation under Algebraic	3	2
3.0	Probability	20	
3.1	Meaning-Definition-Basic terms-concepts	2	3
3.2	Approaches to assigning probability	2	3
3.3	Permutation and combination	5	3
3.4	Theorems of Probability	5	3
3.5	Addition Theorem	3	3
3.6	Multiplication theorem	3	3
4.0	Testing of Hypotheses	15	
4.1	Procedure-Null hypotheses-Alternative Hypotheses	1	4
4.2	Level of significance-Degrees of freedom-Type 1 Error-Type 11 Error (theory only)-	2	4
4.3	Chi-square test	5	4
4.4	Condition for validity of Chi-square test	2	4
4.5	Test for goodness of fit	2	4
4.6	test for independence (both theory and problems)	3	4
5.0	Report writing	5	
5.1	Integral part of report	1	5
5.2	Characteristics of a good report	1	5
5.3	Contents of a report	2	5
5.4	Bibliography	1	5
5.5	Practical Work- Collect a published report of a survey conducted by a magazine/ news paper		5

SUGGESTED READING

1. Richard, Levin & Rubin, David, S., Statistics for Management, Prentice Hall of India, New Delhi.
2. Spiegel, M.R., Theory and Problems of Statistics, Schaum's Outlines Series, McGraw Hill Publishing Co.
3. Kothari, C.R., Research Methodology, New Age Publications, New Delhi
4. Sharma, J. K., Business Statistics, Pearson Education.
5. Gupta, S.C., Fundamentals of Statistics, Himalaya Publishing House.

6. Gupta, S.P. & Gupta, Archana, Elementary Statistics, Sultan Chand and Sons, New Delhi.
7. Elhance D N, Elhance, Veena and Aggarwal B M Fundamentals of Statistics , KitabMahal
8. Gupta, C B and Gupta, Vijay., An Introduction to Statistical Methods, Vikas Publishing House
9. Pillai , R S N and Bagavathi, V., Statistics , S Chand & Co

Course		Details			
Code	TT1812104				
Title	PRINCIPLES AND PRACTICES OF TOURISM-II				
Degree	B.Voc				
Branch(s)	Travel, Tourism and Logistics Management				
Year/Semester	2/2				
Type	Skill				
Credits	4	Hrs/week	5	Total Hrs	90
CO No.	<i>Expected Course Outcomes</i> <i>Upon completion of this course, the students will be able to:</i>				Cognitive Level
1	Explain the travel motivations.				U
2	Examine the impact of socio economic factors in tourism.				Ap
3	Apply the concept of tourism planning and development.				Ap
4	Understand about the various tourism products.				U

CO-Course Outcome; Cognitive Level: R-Remember; U-Understanding; Ap-Apply; An-Analyze; E-Evaluate; C-Create.

Module	Course Description	Hrs	CO. N.
1.0	Travel Motivations	15	
1.1	Travel Motivations - Definition of Motivation	1	1
1.2	Concept of motivation	2	1
1.3	Push and Pull Factors	2	1
1.4	Growth factors – Physical motivators	2	1
1.5	Rest and recreation motivators	2	1
1.6	Health motivators	2	1
1.7	Ethnic and family motivators	2	1
1.8	Professional and business motivators	2	1
2.0	Demand for Tourism	15	
2.1	Demand for Tourism – Introduction	1	1
2.2	Measurement of tourism	2	1
2.3	Methods of measurement	2	1
2.4	General problems of measurement	2	1
2.5	Types of tourist statistic	2	1
2.6	Determinants of Tourism	2	1
2.7	Tourism Barometer	2	1
2.8	Statistical review of spenders and Earners of Tourism- Kerala	2	1
3.0	Socio-Economic factor In Tourism	20	
3.1	Impacts of Tourism – Economic	1	2
3.2	Impacts of Tourism – Environmental	1	2
3.3	Impacts of Tourism – Social	1	2

3.4	Impacts of Tourism – Cultural	1	2
3.5	Economic benefits	2	2
3.6	The multiplier effect	2	2
3.7	Development of infrastructure	2	2
3.8	Regional development	2	2
3.9	Effects on employment	2	2
3.10	Tourism and economic value of cultural resources	2	2
3.11	Tourism and international understanding	2	2
3.12	National Integration through tourism.	2	2
4.0	Tourism planning and Development	15	
4.1	Tourism planning and Development – Introduction	1	3
4.2	Tourism planning process	2	3
4.3	Assessment of tourist demand	2	3
4.4	Carrying capacity	2	3
4.5	Types of Carrying Capacity	2	3
4.6	Sustainability – Sustainable Tourism	2	3
4.7	Types of Sustainable Tourisms	2	3
4.8	Responsible tourism	2	3
5.0	Features of Tourist Destinations	15	
5.1	Essential facilities and Services for Tourism Development.	5	3
5.2	Tourism Development in India	2	3
5.3	Sargent Committee	2	3
3.4	Tourism synergy Programme	3	3
5.5	Tourism industry Net work	3	3
6.0	Tourism Products	10	
6.1	Definitions	2	4
6.2	Product levels of Kotler	2	4
6.3	Features of Tourism Products.	2	4
6.4	Tourism Product Life Cycle	1	4
6.5	Leiper’s Tourism System	2	4
6.6	Tourism Area Life Cycle	1	4

SUGGESTED READING

1. Pran Seth: Successful tourism Management (Vol. 1 & 2)
2. Tourism Policy of India 1982, (2002 Draft policy)
3. Seth, P.N., (1999) Successful Tourism Management (Vol 1 &2)
4. Mill and Morrison, (1992), The Tourism System: An Introductory Text, Prentice Hall.

5. Cooper, Fletcher et al, (1993), Tourism Principles and Practices, Pitman.
6. Bhatia, A.K., - International Tourism
7. Burkart and Medlik, (1981), Tourism: Past, Present and Future ,Heinemann, ELBS.
8. Christopher.J. Hollway; Longman ; The Business of Tourism
9. Percy K Singh: fifty Years of Indian Tourism (Kanishka Pub)
10. SipraMukhopadhyay: Tourism Economics (Ane Books India)
11. S. Babu, S. Mishra, BB Parida: Tourism Development Revisited (Response - SAGE)
- 12.R.Jacob et all : Tourism products of India- A National Perspective(Abhijeet Publications)

Course		Details			
Code	TT1812105				
Title	TOUR GUIDING AND ESCORTING				
Degree	B.Voc				
Branch(s)	Travel, Tourism and Logistics Management				
Year/Semester	2/2				
Type	Skill				
Credits	4	Hrs/week	4	Total Hrs	72
CO No.	<i>Expected Course Outcomes</i> <i>Upon completion of this course, the students will be able to:</i>				Cognitive Level
1	Explain the characteristics of a tour guide				U
2	Apply the tour guiding techniques in conducting tour and in dealing with emergencies.				AP

CO-Course Outcome; Cognitive Level: R-Remember; U-Understanding; Ap-Apply; An-Analyze; E-Evaluate; C-Create.

Module	Course Description	Hrs	CO. No.
1.0	Tour Guiding	10	
1.1	The Tour Guide- Meaning and classification.	5	1
1.2	Qualities of an ideal tour guide, various role of tour guide, the business of guiding, organizing a guiding business.	5	1
2.0	The guiding techniques	10	
2.1	Leadership and social skills,.	5	2
2.2	Presentation and speaking skills.	5	2
3.0	The guide's personality	10	
3.1	The guide's personality, moments of truth, the seven sins of guide, the service cycle.	5	2
3.2	Working with different age groups, working under difficult circumstances.	5	2
4.0	The role of guide and interpreter	15	
4.1	The role of guide and interpreter: Creating memorable interpretations.	5	2
4.2	Interpreting different themes- nature, history, art, architecture and incidental interpretations,	5	2
4.3	Presentation of Itineraries.	5	2
5.0	Conducting tours	15	

5.1	Conducting tours: Pre tour planning, modes of transportation, types of tours, traveller with special needs.	7	2
5.2	Guidelines for working with disabled people, relationship with fellow guides, motor / car operators and companies.	8	2
6.0	Dealing with emergencies	12	
6.1	Accidents, Law and order, Theft, Loss of documents;	5	2
6.2	First Aid- importance, general procedures, evaluation of situation; Complaint handling.	7	2

SUGGESTED READING

1. JagmohanNegi – Travel Agency and Tour Operations.
2. Mohinder Chand - Travel Agency and Tour Operations: An Introductory Text
3. Dennis L Foster – Introduction to Travel Agency Management
4. Pat Yale – Business of Tour Operations

Course		Details			
Code	TT1812106				
Title	AIRFARES AND TICKETING WITH G.D.S				
Degree	B.Voc				
Branch(s)	Travel, Tourism and Logistics Management				
Year/Semester	2/2				
Type	Skill				
Credits	4	Hrs/week	5	Total Hrs	90
CO No.	<i>Expected Course Outcomes</i> <i>Upon completion of this course, the students will be able to:</i>				Cognitive Level
1	Understand the basics of airline terminology.				U
2	Know about passenger tickets and e-tickets.				U
3	Use the computerized reservations packages.				AP

CO-Course Outcome; Cognitive Level: R-Remember; U-Understanding; Ap-Apply; An-Analyze; E-Evaluate; C-Create.

Module	Course Description	Hrs	CO. No.
1.0	Airline Terminology	15	
1.1	Abbreviations used in airlines, its fleet – types of journeys (OW, CT, RT, OJ, RTW)	12	1
1.2	International sale indicators – Global indicators.	3	1
2.0	Passenger Ticket	15	
2.1	Different coupons – ticketing instruction and conjunction tickets – Open tickets.	15	2
3.0	E-tickets and its advantages	15	
3.1	E-tickets and its advantages – Miscellaneous charges order (MCO) and Prepaid Ticket Advice (PTA) – the rounding off of currencies.	12	2
3.2	Referring to airline time table, TIM, OAG, PAT.	03	2
4.0	Types of fare	15	
4.1	Normal fare (Adult, child & infant) – Special fares, discounted fares, passengers requiring special handling – passengers with medical problems.	10	2
4.2	Expectant women – Unaccompanied minors – infants – VIPs/ CIPs, introduction to special fares.	5	2
5.0	Internal fare constructions	15	
5.1	Internal fare constructions based on IATA & UFTAA	5	2
5.2	Fare formula and basic steps using mileage system – OW, RT,	5	2

	CT.		
5.3	Exercises on ticketing – OW, RT, CT.	5	2
6.0	Computerised Reservation Packages	15	
6.1	Computerised Reservation Packages	15	3

SUGGESTED READING

1. JagmohanNegi: Travel Agency & Tour Operation – Concepts and Principles.(Kanishka Pub, New Delhi)
2. JagmohanNegi: Air Travel and Fare Construction. - Kanishka Pub, NewDelhi 2004
3. Dennis. L. Foster: The Business of Travel Agency Operations and Administration (Mc. Graw Hill)
4. Study Kit for IATA/UFTAA
5. Foundation Course: - Module – I – Introduction to tourism
Module – II – Travel Geography
Module – III – Air Transport
Module – IV – Air Fares &Ticketing

Course		Details			
Code	TT1812107				
Title	MICE TOURISM				
Degree	B.Voc				
Branch(s)	Travel, Tourism and Logistics Management				
Year/Semester	2/2				
Type	Skill				
Credits	4	Hrs/week	4	Total Hrs	72
CO No.	Expected Course Outcomes				Cognitive Level
	<i>Upon completion of this course, the students will be able to:</i>				
1	Understand the fundamental concepts of MICE Travel				U
2	To enable the students to understand the managerial and operational aspects Pertaining to Event, Meeting, Exhibition and Conference or Convention, Management				U
3	Apply operations planning and implementation of Exhibitions and Event at potential area.				AP
4	Understand the budget preparations of Conference and Exhibition.				U
5	Know about impacts of MICE tourism				U

CO-Course Outcome; Cognitive Level: R-Remember; U-Understanding; Ap-Apply; An-Analyze; E-Evaluate; C-Create.

Module	Course Description	Hrs	CO. No.
1.0	Concept of MICE	15	
1.1	Introduction of Business Tourism and MICE Tourism – Features – Importance of MICE Tourism.	4	2
1.2	Meaning of Meetings, Incentives, Conference/Conventions, and Exhibitions. Definition of conference and the components of the conference.	5	2
1.3	Types of conference – nature of conference – types of meeting	6	2
2.0	Events	12	
2.1	Role of events for the promotion of tourism- Reference Suitable example for case study.	4	2
2.2	Types of events - Festivals, religious, business etc.	4	2
2.3	Need of events - key factors for best event and major functions events	4	2
3.0	Management of Conventions and Exhibition at Site	15	
3.1	Meaning and definition of exhibitions - principal purpose - types of shows/ exhibition – benefits. Trade shows - Purpose	5	3
3.2	Meaning and definition of Convention – Convention /Exhibition facilities - Benefits of conventions facilities	5	3
3.3	Structure and components of exhibition or convention – impact	5	3

	of convention or exhibition.		
4.0	Budgeting a Conference/ Exhibition:	15	
4.1	Meaning of budget - use of Budget preparation, Estimating, fixed and variable costs, cash flow, sponsorship and subsidies.	5	4
4.2	Components of budgeting - Registration, Seating Arrangements. Documentation, interpreting press relation,	5	4
4.3	Components of budgeting - Computer Graphics, Teleconferencing, Recording and Publishing Proceedings – marketing techniques.	5	4
5.0	Impacts of MICE Tourism	15	
5.1	Various impacts MICE tourism – Economical	6	5
5.2	Various impacts MICE tourism – Social – Cultural	4	5
5.3	Various MICE organizations – ICCA – ICIB	5	5

SUGGESTED READING

1. Hoyle, Dorf & Jones (1995), Meaning conventions & Group business.
2. Educational institute of AH & MA.
3. Event Management, PurnimaKumarri, Anmol Publishers
4. Event Management for Tourism, Der Wagen, Pearson
5. Coleman, Lee & Frankle (1991), Powerhouse Conferences. Educational Institute of AH & MA

SEMESTER 3				
Course Code	Courses	General/Skill	Credit	Instructional Hours
CM1813203	Business Law	General	4	5
CM1813204	Financial Accounting	General	4	5
EN1813507	Social Skills	General	4	4
TT1813108	Travel Agency and Tour Operation Management	Skill	5	5
TT1813109	Tour Packaging	Skill	5	5
TT1813110	Transportation Management	Skill	5	5
TT1813803	<i>Study tour (Pre-Tour and Post Tour Activities)</i>	Skill	3	1
Total			30	30

Course		Details			
Code	CM1813203				
Title	BUSINESS LAW				
Degree	B.Voc				
Branch(s)	Travel, Tourism and Logistics Management				
Year/Semester	2/3				
Type	General				
Credits	4	Hrs/week	5	Total Hrs	90
CO No.	<i>Expected Course Outcomes</i> <i>Upon completion of this course, the students will be able to:</i>				Cognitive Level
1	Define the various of the Contract Act				R
2	Describe the various elements of contract				R
3	Explain the provisions of various elements of contract				U
4	Explain the rights and duties of bailor, Bailee, Pawnee and surety				U
5	Distinguish between Bailment and Pledge and Indemnity and Guarantee				U
6	Describe the provisions of agency				U
7	Explain the Contract of Sale				U
8	Describe various important Acts related to Business				R

CO-Course Outcome; Cognitive Level: R-Remember; U-Understanding; Ap-Apply; An-Analyze; E-Evaluate; C-Create.

Module	Course Description	Hrs	CO. No
1.0	Law of Contracts - The Indian Contract Act, 1872	25	
1.1	Introduction - Definition of contract	2	1
1.2	Law of contracts	2	1
1.3	Nature of contract	2	1
1.4	Classifications - Essential elements of a contract	2	2
1.5	Capacity of parties	2	2
1.6	Minors-persons of unsound mind-persons disqualified by law	3	3
1.7	Free consent, legality of object and consideration	2	3
1.8	Performance of contract	2	3
1.9	Discharge of contract	2	3
1.10	Breach of contract	2	3
1.11	Remedies for breach of contract	2	3
1.12	Quasi contract- Performance	2	3

2.0	Special Contracts	20	
2.1	Bailment ,Pledge ,Indemnity and Guarantee	3	4
2.2	Bailment- Definition and Essential elements	4	4
2.3	Rights and duties of bailor and Bailee	3	4
2.4	Finder of lost goods	3	4
2.5	Pledge- Essentials	3	4
2.6	Rights and duties of Pawnee and Pawnee	4	4
3.0	Indemnity and Guarantee	10	
3.1	Indemnity – Definition	2	5
3.2	Nature of liability of surety, rights of surety	3	5
3.3	Discharge of surety	3	5
3.4	Meaning and definition of guarantee	2	5
4.0	Law of Agency	15	
4.1	Essentials	2	6
4.2	Kinds of agents	2	6
4.3	Rights and duties of agent and principal	2	6
4.4	Creation of agency	2	6
4.5	Termination of agency	2	6
4.6	Sub agents and substituted agents	2	6
4.7	Relationship and personal liability	3	6
5.0	Sale of Goods Act, 1930	20	
5.1	Formation of contract of sale	2	7
5.2	Essentials of Contract of Sale Goods	3	7
5.3	Classification of Goods	3	7
5.4	Condition and Warranties	3	8
5.5	Transfer of Property in Goods	3	8
5.6	Performance of contract of sale	3	8
5.7	Right of Unpaid Seller	3	8

SUGGESTED READING

1. Aswathappa, K., Business Laws, Himalaya Publishing House, Bengaluru.
2. Kapoor,N.D., Business Laws, Sultan Chand publications New Delhi.
3. Sharma,S.C., Business Law, International Publishers,Bengaluru
4. Tulsian, Business Law, McGraw-Hill Education Mumbai.
5. Indian Contract Act No. IX, 1972

6. Indian Sale of Goods Act, 1930

Journals

1. The Indian Journal of Law and Technology, National Law School of India University, Bangalore.
2. E bulletin of Students Company Secretary

Course		Details			
Code	CM1813204				
Title	FINANCIAL ACCOUNTING				
Degree	B.Voc				
Branch(s)	Travel, Tourism and Logistics Management				
Year/Semester	2/3				
Type	General				
Credits	4	Hrs/Week	5	Total Hrs	90
CO No.	<i>Expected Course Outcomes</i> Upon completion of this course, the students will be able to:				Cognitive Level
1	Explain the basics Financial Accounting				U
2	Explain fundamental accounting concepts, rules and principles of accounting				U
3	Prepare journals, ledgers, Bank Reconciliation Statement and Trial Balance				Ap
4	Explain the concept of Depreciation and methods of charging depreciation				U
5	Prepare the final accounts of Sole trader				Ap
6	Prepare final accounts using TALLY				Ap

CO-Course Outcome; Cognitive Level: R-Remember; U-Understanding; Ap-Apply; An-Analyze; E-Evaluate; C-Create

Module	Course Description	Hrs	CO. No
1.0	Financial Accounting – Introduction	15	
1.1	Definition and Scope	1	1
1.2	Objectives of Financial Accounting	1	1
1.3	Accounting v/s Book Keeping	1	1
1.4	Terms used in accounting	10	1
1.5	Users of accounting information	1	1
1.6	Limitations of Financial Accounting.	1	1
2.0	Conceptual Frame work of Financial Accounting	10	
2.1	Accounting Concepts	4	2
2.2	Principles and Conventions	3	2
2.3	Accounting Standards& IFRS(Short study)	3	2
3.0	Recording of transactions	25	
3.1	Journals	4	3
3.2	Subsidiary Books	3	3
3.3	Ledger	3	3

3.4	Cash Book	3	3
3.5	Bank Reconciliation Statement	4	3
3.6	Trial Balance	3	3
3.7	Depreciation: Meaning, need & importance of depreciation	3	4
3.8	Methods of charging depreciation	2	4
4.0	Preparation of final accounts of sole trader	18	
4.1	Preparation of Trading Account	4	5
4.2	Preparation of Profit and Loss Account	7	5
4.3	Preparation of Balance Sheet with adjustments	7	5
5.0	Computerized Accounting	22	
5.1	Meaning	2	6
5.2	Journalizing	5	6
5.3	Preparing final accounts using TALLY	15	6

SUGGESTED READING

1. Maheswari.S.N and Maheswari.S.N S.K : Advanced Accounting
2. Gupta R.L. and Radhaswamy.M. Advanced Accounting, Sultan Chand & Sons, New Delhi.
3. Shukla M.C., Grewal. T.S and S.C. Gupta. Advanced Accounts ,S. Chand & Co. Ltd. New Delhi.
4. Jain S.P. and Narang. K.L. Financial Accounting, Kalyani Publishers, New Delhi.
5. Naseem Ahmed, Nawab Ali Khan and Gupta.M.L. Fundamentals of Financial Accounting Theory and Practice, Ane Books Pvt. Ltd. New Delhi.

Course		Details			
Code	EN1813507				
Title	SOCIAL SKILLS				
Degree	B.Voc				
Branch(s)	Travel, Tourism and Logistics Management				
Year/Semester	2/3				
Type	General				
Credits	4	Hrs/Week	4 hours	Total Hours	72
CO No.	Expected Course Outcomes <i>Upon completion of this course, the students will be able to:</i>				Cognitive Level
1	Understand the concept of social skills by doing tasks				U
2	Develop life skills to cope with stress and do better time management				AP
3	Enhance personality development and communication skills of a student				AP
4	Prepare for interviews				AP

CO-Course Outcome; Cognitive Level: R-Remember; U-Understanding; Ap-Apply; An-Analyze; E-Evaluate; C-Create

Module	Course Description	Hrs	CO. No.
1.0	Communication	36	
1.1	Development of competency/proficiency in English and Communication	4	1
1.2	Oral/spoken communication skill	2	1
1.3	Testing – voice and accent	2	1
1.4	Voice clarity	2	1
1.5	Voice modulation & intonation	2	1
1.6	Word stress	2	1
1.7	Components of Effective Communication	4	1
1.8	KISS (keep it short & simple) in communication	4	1
1.9	Listening	2	1
1.10	Non-verbal communication	2	1
1.11	Enhance the writing skills in English	4	1
1.12	Enhance their grammar usage	4	1
1.13	TOCSE Process for presentation	2	1
2.0	Life Skills	18	
2.1	Life skills	1	2
2.2	Attitudes- types	1	2
2.3	Positive attitude	1	2
2.4	Emotional intelligence(ei)	1	2
2.5	Four branch model	1	2
2.6	Measuring emotional intelligence	1	2
2.7	Ways to improve ei	1	2
2.8	Time management	1	2
2.9	Major blocks to time management	1	2

2.10	Time management techniques for students	1	2
2.11	Stress management- causes	1	2
2.12	Techniques to overcome stress	1	2
2.13	Manage job issues	1	2
2.14	Principles of good time management	2	2
2.15	Stress management	1	2
2.16	Stress interview.	2	2
3.0	Personality Development	18	
3.1	Development- Introspection	2	3
3.2	Self-assessment	2	3
3.3	Self-appraisal	2	3
3.4	Self-development	2	3
3.5	Self-interrogation	1	3
3.6	Setting personal mission and preparing its statement	2	3
3.7	Need for setting a personal mission	2	3
3.8	Process for preparing a mission statement	2	3
3.9	Winning factors for a personal mission	1	3
3.10	Characteristics of a personal mission.	2	3

Text Books for Reference

1. R. M. Onkar, Personality development and Career Management- A Pragmatic perspective, S. Chand Publishers, 2009
2. S. I. Hariharan, N. Sundarajan, S. P. Shanmugapriya, Soft Skills, Mjp Publishers, 2011
3. M. S. Rao, Soft Skills - Enhancing Employability: Connecting Campus with Corporate, I. K. International Publishing House Pvt Ltd, 2010
4. Gopaldaswamy Ramesh, Mahadevan Ramesh, The Ace of Soft Skills: Attitude, Communication and Etiquette for Success, Pearson Education, 2013
5. Philip Burnard, Interpersonal Skills Training, Kogan Page, 120 Pentonville Road, London N19JN.
6. Philip Burnard, Acquiring Interpersonal Skills – A handbook of experiential learning for health professionals, Second Edition, Springer-Science+Business Media, B. V.

Course		Details			
Code	TT1813108				
Title	TRAVEL AGENCY AND TOUR OPERATION MANAGEMENT				
Degree	B.Voc				
Branch(s)	Travel, Tourism and Logistics Management				
Year/Semester	2/3				
Type	Skill				
Credits	5	Hrs/week	5	Total Hrs	90
CO No.	<i>Expected Course Outcomes</i> <i>Upon completion of this course, the students will be able to:</i>				Cognitive Level
1	Explain the tour operations of travel agencies.				An
2	Outline the functions of tour operators.				U
3	Examine the procedural formalities for the establishment of tour operating enterprises.				AP

CO-Course Outcome; Cognitive Level: R-Remember; U-Understanding; Ap-Apply; An-Analyze; E-Evaluate; C-Create

Module	Course Description	Hrs	CO. No
1.0	Travel Agency and Tour Operation Business	20	
1.1	Definition and Differentiation; Linkages and Scope;	6	1
1.2	Origin and Growth of Travel Agency and Tour Operations Sector –Role	6	1
1.3	Types of Travel Agencies	8	1
2.0	Contribution of Travel Agency	15	
2.1	Contribution of travel agency and tour operations sector in the development of Tourism Industry.	9	2
2.2	Source of Income: Commission, Service Charges and Mark up on Tours -Organizational Structure in a standard Travel Agency	6	2
3.0	Functions of Tour Operators	15	
3.1	Negotiation and liaison with service providers-Tour package formulation, pre-tour arrangements, tour operations and post-tour management.	5	2
3.2	Tour operators' role as a principle, broker, whole seller and retailer-	5	2
3.3	Tour Operators' role and functions in Event Management- Source of income- Organizational Structure.	5	2
4.0	Procedure for setting up Travel Agency and Tour Operating Enterprises	10	

4.1	Procedure for setting up Travel Agency and Tour Operating Enterprises.	5	3
4.2	Type of organization to be incepted i.e., proprietorship, partnership, private or public limited, etc.	5	3
5.0	Market Research	15	
5.1	Market Research Process	15	3
6.0	Travel agency and Tour Operations Sector in India	15	
6.1	Travel agency and Tour Operations Sector in India- Organization and Functions of TAAI and IATO- Impact of Technological advancements.	8	3
6.2	Travel Industry Network	7	3

SUGGESTED READING

1. JagmohanNegi – Travel Agency and Tour Operations.
2. Mohinder Chand - Travel Agency and Tour Operations: An Introductory Text
3. Dennis L Foster – Introduction to Travel Agency Management
4. Pat Yale – Business of Tour Operations
5. Laurence Stevens - Guiding to Starting and Operating Successful Travel Agency, Delmar Publishers (1990)
6. Manual of Travel Agency Practice – Butterworth Heinemann Pub, London (1995)
7. Betsy Fay - Essentials of Tour Management –Prentice Hall
8. Mark Mancini: Conducting tours – Delmar Thomson, New York

Course		Details				
Code		TT1813109				
Title		TOUR PACKAGING				
Degree		B.Voc				
Branch(s)		Travel, Tourism and Logistics Management				
Year/Semester		2/3				
Type		Skill				
Credits		5	Hrs/week	5	Total Hrs	90
CO No.	Expected Course Outcomes				Cognitive Level	
	<i>Upon completion of this course, the students will be able to:</i>					
1	Explain the various tour packages.				U	
2	Explain the stages of tour formulation.				U	
3	Explain how to develop itinerary				U	
4	Apply the concept of tour cost and pricing strategies and calculation of the tour cost.				AP	

CO-Course Outcome; Cognitive Level: R-Remember; U-Understanding; Ap-Apply; An-Analyze; E-Evaluate; C-Create

Module	Course Description	Hrs	CO. No.
1.0	Tour Packaging	18	
1.1	Meaning, definition, origin, development.	3	1
1.2	Types, Significance of tour packages with relation to tourists.	7	1
1.3	Components of Package tour , Major ancillary service providers	8	1
2.0	Tour Formulation	12	
2.1	Meaning- Influencing factors, stages involved in tour	6	2
2.2	Formulation - initial research (Destination and Market).	6	2
3.0	Itinerary development	15	
3.1	Meaning - negotiations, confidential tariff, costing and pricing, market strategies, brochure designing, printing and distribution.	8	3
3.2	Itinerary preparation for domestic and international tourist.	7	3
4.0	Concept of Tour Cost	18	
4.1	Defining the concept of tour cost, components of tour cost- Fixed and Variable, direct and indirect cost, factors affecting tour cost.	8	4
4.2	Tour Cost Sheet- Meaning and significance, costing, procedures for FIT, GIT.	5	4
4.3	Conference and convention packages, calculation of tour pricing, pricing strategies.	5	4

5.0	Tourist activities	12	
5.1	Tourist activities based on Mountains, Deserts, Forest and Wildlife and cultural and pilgrimage.	7	2,4
5.2	Prepare package based on these activities.	5	2,4
6.0	Case Study	15	
6.1	Case study of Tour Packages offered by Major Tour Operators- Cox and Kings, Thomas Cook, SOTC,	10	2,4
6.2	Intersight. IRCTC and its Tour Packages.	5	2,4

SUGGESTED READING

1. Marketing of Travel & Tourism by Middletom.
2. International Encyclopaedia of Tourism Management by P.C. Sinha.
3. Dynamics of Tourism by R.N. Kaul.
4. Holloway, J. c., The Business of Tourism (1983), Mac Donald and Evans,
5. SyrattGwenda, Manual of Travel Agency Practice, Butterworth Heinmann, London,1995
6. Stevens Laurence, Guide to Starting and Operating Successful Travel Agency,Delmar Publishers Inc., New York. 1990
7. Gee, Chuck and Y. Makens, Professional Travel Agency Management, Prentice Hall,Nt.: York, 1990.
8. Mohinder Chand, Travel Agency Managment: An Introductory Text, Anmol Publications Pvt. Ltd. New Delhi, 2007.
9. Foster D.L. The Business Of Travel Agency Operations and Administration, McGraw Hill, Singapore, 1990.
10. Frenmount P., How to open and Run a Money Making Travel Agency, John Wileyand Sons, New York. 1994.
11. Gregory A., The Travel Agent: Dealer in Dreams, Prentice Hall, London, 1990

Course		Details			
Code	TT1813110				
Title	TRANSPORTATION MANAGEMENT				
Degree	B.Voc				
Branch(s)	Travel, Tourism and Logistics Management				
Year/Semester	2/3				
Type	Skill				
Credits	5	Hrs/week	5	Total Hrs	90
CO No.	<i>Expected Course Outcomes</i> <i>Upon completion of this course, the students will be able to:</i>				Cognitive Level
1	Understand the concept of tourist transportation				U
2	Know the various mode of transport and its components and procedures associated.				U

CO-Course Outcome; Cognitive Level: R-Remember; U-Understanding; Ap-Apply; An-Analyze; E-Evaluate; C-Create

Module	Course Description	Hrs	CO. No.
1.0	Introduction to Tourist Transportation	18	
1.1	Development of means of transport - Tourist transport system – Leiper’s frame work.	6	1
1.2	Role of transport in tourism	6	1
1.3	Up market and Low budget travellers – Major entry points of tourists to India.	6	1
2.0	Surface Transport	12	
2.1	Road transport system in India	6	2
2.2	Types of roads – Public transportation system - Car, coach, bus Tour, Rent-a-car Scheme (Concept and marketing), and Transport& Insurance documents.	6	2
3.0	Rail Transport	18	
3.1	General information about Indian Railways.	6	2
3.2	Brief History – high speed trains - Classes of Journey – Types of trains & tracks.	6	2
3.3	Railway Reservation – modes – circle trip – Tatkal – i-ticket – e-ticket - Passenger amenities (Railway station and on-board) .	6	2
4.0	Introduction to the types of rail tours in India	18	
4.1	Introduction to the types of rail tours in India - Meaning	6	2
4.2	Luxury trains, hill trains, express train, mail and passenger.	6	2
4.3	IRCTC - Mountain Railways of India in the UNESCO world	6	2

	heritage list - Eurail Pass, Indrail pass.		
5.0	Water Transport	12	
5.1	Categories of water transport (Coastal shipping, Inland Waterways, Foreign going traffic)	6	2
5.2	National waterways. Cruise liners – Types. Houseboats.	6	2
6.0	Airport Management	12	
6.1	Major Airlines and Airports in India - Airport facilities for passengers. Ground handling (Passenger's & Cargo).	5	2
6.2	Departure formalities: Check in - Emigration - Customs & Security. Arrival Formalities	4	2
6.3	Immigration – Baggage clearance - Customs – Channels (Green Channel & Red channel).	3	2

SUGGESTED READING

1. JagmohanNegi – Travel Agency and Tour Operations.
2. Mohinder Chand - Travel Agency and Tour Operations: An Introductory Text
3. Bhatia, A.K., - International Tourism
4. Seth, P.N., (1999) Successful Tourism Management (Vol 1 &2)
5. www.indianrailways.gov.in 7. www.irctc.co.in
6. www.dorth.gov.in

SEMESTER 4				
Course Code	Courses	General/ Skill	Credit	Instructional Hours
EN1814509	Corporate Skills	General	4	4
CM1814205	Marketing Management	General	4	4
CM1814206	Company Law	General	4	5
TT1814111	Air Cargo Management	Skill	5	5
TT1814112	Cargo Management	Skill	4	5
TT1814113	Logistics & SCM	Skill	4	5
TT1814804	<i>Industry Visit and Report Presentation (Min 4) Major Project</i>	Skill	3	2
TT1814805	Summer Internship	Skill	2	-
Total			30	30

Course	Details				
Code	EN1814509				
Title	CORPORATE SKILLS				
Degree	B.Voc				
Branch(s)	Travel, Tourism and Logistics Management				
Year/Semester	2/4				
Type	General				
Credits	4	Hrs/Week	4 hours	Total Hours	72

Theory- 60 marks

Practical- 20 marks

Continuous assessment- 20

CO No.	Expected Course Outcomes <i>Upon completion of this course, the students will be able to:</i>	Cognitive Level
1	Develop ability to assimilate in work atmosphere	C
2	Have a good understanding of workspace etiquette	U
3	Get an experience on workspace environment	AP
4	Know how to perform in an interview	U

CO-Course Outcome; Cognitive Level: R-Remember; U-Understanding; Ap-Apply; An-Analyze; E-Evaluate; C-Create

Module	Course Description	Hrs	CO. No.
1	Interview skills	18	
1.1	Interview skills	2	4
1.2	Types of interviews	4	4
1.3	Preparing for a face – face interview	2	4
1.4	How to conduct a Mock Interview	2	4
1.5	Group Discussion as a selection process	4	4
1.6	Structure of GD	2	4
1.7	Preparation for GD	2	4
2	Conversational Skills	14	
2.1	Picking the right medium Context-Addressing superior officers, colleagues, subordinates	3	2
2.2	Clarity and Concision	3	2
2.3	Listening at workplace <ul style="list-style-type: none"> Active listening Reflective listening Appreciative listening 	3	2
2.4	Verbal Communication Skills	3	2
2.5	Giving and receiving feedback	2	2
3.0	Work Culture	18	
3.1	Work ethics and values	3	1,3
3.2	Fayol's principles of management	3	1,3
3.3	Workplace collaboration	3	1,3
3.4	Workplace Etiquette	3	1,3

3.5	Corporate Social Responsibility (CSR)	3	1,3
3.6	TedxTalks: Onkar Kishan Kullar: Redefining Social Entrepreneurship, Charity and CSR	3	1,3
4.0	Practical Session	8	
5.0	Interview Skills <ul style="list-style-type: none"> • Mock interview • Non-verbal cues Documentation [Resume/Cover Letter]	10	2,4
6.0	Group Discussion <ul style="list-style-type: none"> • Structure • Method • Mock GDs 	2	2,4
7.0	Mock online exams	2	

SUGGESTED READING

1. McLean, S (2005), The basics of Interpersonal Communication. Boston, MA: Allyn and Bacon.
2. Vocate, D (ED). (1994) Intrapersonal Communication: Different Voices, Different Minds. Hillsdale, N J: Lawrence Erlbruw.
3. Brown, Michele and Gyles Brandreth. How to interview and be interviewed. London: Sheldon Press, 1994
4. Prasadh, H M, How to prepare for Group discussion and Interview. New Delhi: Tata Mcgraw – Hill Publishing Company Ltd, 2001.

Course		Details				
Code		CM1814205				
Title		PRINCIPLES OF MANAGEMENT				
Degree		B.Voc				
Branch(s)		Travel, Tourism and Logistics Management				
Year/Semester		2/4				
Type		General				
Credits		4	Hrs/Week	4	Total Hrs	72
CO No.	Expected Course Outcomes <i>Upon completion of this course, the students will be able to:</i>				Cognitive Level	
1	Explain the Principles of Management				R	
2	Compare contributions of Managerial Scientists				U	
3	Describe the planning, coordination and decision making process				U	
4	Explain the principles of organisation and staffing				U	
5	Explain the components of direction- leadership, motivation and communication				U	
6	Explain the process and techniques of control				U	
7	Explain the modern management techniques				U	

CO-Course Outcome; Cognitive Level: R-Remember; U-Understanding; Ap-Apply; An-Analyze; E-Evaluate; C-Create.

Module	Course Description	Hrs	CO. No
1.0	Introduction to Management	14	
1.1	Meaning , Nature, Scope of Management	1	1
1.2	Functional Areas of Management	2	1
1.3	Management as a Science	1	1
1.4	Management as an Art	1	1
1.5	Management as a Profession	1	1
1.6	Management & Administration	1	1
1.7	Principles of Management	1	1
1.8	Managerial roles: Mintzberg Model	2	2
1.9	Functions of Management	2	1

1.10	Contributions of F.W.Taylor and Henry Fayol's	2	2
2.0	Planning	14	
2.1	Planning - Nature and Importance	1	3
2.2	Types of Plans	2	3
2.3	Planning Process	2	3
2.4	Barriers to Effective Planning	2	3
2.5	M.B.O - Features – Steps	1	3
2.6	Coordination - Meaning and Importance	2	3
2.7	Techniques for Effective Coordination	2	3
2.8	Decision making under certainty and uncertainty	2	3
3.0	Organizing and Staffing	15	
3.1	Meaning ,Nature – Importance of Organizing	1	4
3.2	Principles of Organization	2	4
3.3	Types of Organization	2	4
3.4	Organization Chart - Organization Manual	1	4
3.5	Centralization – Decentralization	1	4
3.6	Authority and Delegation of Authority	2	4
3.7	Responsibility and Accountability	1	4
3.8	Staffing: Nature and importance of staffing	2	4
3.9	Process of selection - recruitment. – training	2	4
3.10	Staff Evaluation / Appraisal	1	4
4.0	Direction and Control	14	
4.1	Principles of direction	1	5
4.2	Leadership: Concept and Styles	2	5
4.3	Trait and Situational Theory of Leadership	2	5
4.4	Managerial Grid by Blake and Mouton	1	5
4.5	Likert's Four System Model	1	5
4.6	Motivation: Concept and Importance	1	5
4.7	Maslow's Need Hierarchy Theory	1	5
4.8	Herzberg's Two Factors Theory	1	5
4.9	Communication: Types	1	5
4.10	Control: Concept and Process	1	6
4.11	Control Techniques	2	6
5.0	Management Techniques	15	
5.1	Total Quality Management	2	7
5.2	Quality circle	2	7

5.3	Business Process Reengineering (BPR)	2	7
5.4	Six sigma	2	7
5.5	Kaizen	2	7
5.6	Management Information System	2	7
5.7	Knowledge Management	2	7
5.8	Importance of knowledge management in business	1	7

SUGGESTED READING

1. Koontz, O Donnell, Management, McGraw-Hill
2. Appaniah, Reddy, Essentials of Management, Himalaya Publishing House.
3. Prasad, L. M., Principles of management, Sultan Chand and Sons.
4. Srinivasan, Chunawalla, Management Principles and Practice, Himalaya Publishing House.
5. Tulsian, P.C., & Pandey, Vishal, Business Organization and Management, Pearson Education

Course	Details				
Code	CM1814206				
Title	COMPANY LAW				
Degree	B.Voc				
Branch(s)	Travel, Tourism and Logistics Management				
Year/Semester	2/4				
Type	General				
Credits	4	Hrs/Week	5	Total Hrs	90
CO No.	Expected Course Outcomes				Cognitive Level
	<i>Upon completion of this course, the students will be able to:</i>				
1	Define the basic concepts of companies Act 2013				R
2	Describe the procedure of the formation of a company				U
3	List the documents related to formation of a company				U
4	Describe the provisions for appointment, removal, disqualifications and other aspects of a director in a company				U
5	Explain the Corporate Governance practice and related concepts				U
6	Describe the procedure of Company Meeting				U
7	Describe the meaning and modes of winding up in a company				U
8	Describe the duties of various liquidators				U

CO-Course Outcome; Cognitive Level: R-Remember; U-Understanding; Ap-Apply; An-Analyze; E-Evaluate; C-Create.

Module	Course Description	Hrs	CO. No
1.0	Company	25	
1.1	Definition-Characteristics	2	1
1.2	Advantages and Disadvantages - Illegal position	2	1
1.3	Incorporation-procedure-Documents to be filed	2	2
1.4	Certificate of incorporation –Procedure	2	2
1.5	Effect of registration	1	2
1.6	Pre-incorporation contract	1	2
1.7	Memorandum of association-Articles of association	2	3
1.8	Doctrine of ultra-virus – doctrine of indoor management	2	3
1.9	Doctrine of constructive notice	2	3
1.10	Prospectus-registration- Contents	2	3
1.11	Statement in lieu of prospectus	1	3
1.12	Deemed prospectus - Shelf Prospectus	2	3
1.13	Red herring	1	3

1.14	Abridged prospectus liability for misstatement in prospectus	2	3
1.15	Commencement of business	1	3
2.0	Management and Administration	15	
2.1	Directors - appointment-Qualification and disqualification	3	4
2.2	Qualification shares-position of directors	3	4
2.3	Powers and duties	2	4
2.4	Retirement- vacation of office	3	4
2.5	Liabilities of directors	2	4
2.6	Removal of directors	2	4
3.0	Corporate Governance	20	
3.1	Corporate Governance - meaning-Background- importance	3	5
3.2	CG in India	2	5
3.3	Statutory Measures	1	5
3.4	SEBI regulation regarding GG	2	5
3.5	Clause 49 of listing agreement	2	5
3.6	Constitution of board of directors	1	5
3.7	Audit committee-Provisions under section 292A of Companies Act Remuneration of directors	2	5
3.8	Board procedure-CEO/ CFO certification	2	5
3.9	Role of management-Information to share holders	1	5
3.10	CG Report-Non mandatory requirements ie.. Chairman of board	1	5
3.11	Remuneration committee-Share holders rights	1	5
3.12	Postal ballot-whistle blower policy-Benefits of Corporate Governance	2	5
4.0	Company Meetings	20	
4.1	Kinds of companies	2	6
4.2	Essentials of valid meeting	2	6
4.3	Chairman	2	6
4.4	Agenda-Minutes – Quorum	2	6
4.5	Motion-Types of motion	3	6
4.6	Interruption of debate	2	6
4.7	Proxy-poll-Modes of poll	2	6
4.8	Resolution-Types of resolution	3	6
4.9	Motion vs. Resolution	2	6
5.0	Winding up	10	
5.1	Modes of winding up	1	7
5.2	Compulsory winding up	1	7
5.3	Grounds and procedure	1	7
5.4	Liquidator-Duties and functions	2	8

5.5	Contributories	1	8
5.6	Voluntary winding up- Types	1	8
5.7	Winding up under the supervision of the court	1	8
5.8	Effects of winding up	1	8
5.9	Defunct companies	1	8

SUGGESTED READING

1. Shukla, M.C., & Gulshan, Principles of Company Law, *S.Chand, New Delhi*
2. Venkataramana, K., Corporate Administration, *Seven Hills Books Publications.*
3. Kapoor, N.D., Company Law and Secretarial Practice, Sultan Chand, *New Delhi.*
4. Bansal C.L., Business and Corporate Law, *Vikas Publishers, New Delhi.*
5. Bhandari, M.C., Guide to Company Law Procedures, Wadhwa Publication.
6. S.N. Maheswari and S.K. Maheswari, Elements of Corporate Law, Himalaya Publications,
7. Kuchal, S.C., Company Law and Secretarial Practice, *Vikas Publishers, New Delhi*
8. Chartered Secretary, *The Institute of Company Secretaries of India*

Course		Details				
Code		TT1814112				
Title		CARGO MANAGEMENT				
Degree		B.Voc				
Branch(s)		Travel, Tourism and Logistics Management				
Year/Semester		2/4				
Type		Skill				
Credits		4	Hrs/Week	5	Total Hrs	90
CO No.	Expected Course Outcomes					Cognitive Level
	<i>Upon completion of this course, the students will be able to:</i>					
1	Understand the global cargo world to avoid strategic and tactical errors					U
2	Capitalize on the changes within the cargo industry by researching and planning effectively					U
3	Understand shippers' changing needs and how to adjust business for immediate results					U
4	Improve competitive performance by acquiring exceptional management tools					U

CO-Course Outcome; Cognitive Level: R-Remember; U-Understanding; Ap-Apply; An-Analyze; E-Evaluate; C-Create

Module	Course Description	Hrs	CO. No.
1.0	Cargo Management	20	
1.1	Cargo Marketing- Marketing of various cargo products- Identification of the market, Capacity and rate management,.	5	1
1.2	Preparation of reports in cargo marketing, Projection of cargo potential in various markets	5	1
1.3	Role of exporters /shippers/ agents/airlines/ consolidators/ shipping companies marketing.	5	1
1.4	Government regulations and Legal regulations in the field of cargo.	5	1
2.0	Cargo Sales	20	
2.1	Cargo Sales-Identify sales personnel, Qualities required for a sales person, Sales techniques,	7	2
2.2	Personal selling, Corporate selling, Compensation for sales personnel.	7	2
2.3	Interview techniques, Mock interviews, Case study and role plays.	6	2
3.0	Shipping Industry and Business	25	
3.1	Shipping Industry and Business - Description of a Ship- Uses of a	5	3

	Ship or a Floating Vessel Classification of Ship (route point) (cargo carried) - Superstructure - Tonnages & Cubic.		
3.2	Drafts and Load Lines - Flag Registration - Different Types of Cargo. (packaging, utility or value) Trimming -Cleansing -Unitized Cargo .	5	3
3.3	Operations - Volume / Weight Calculations - Shipment Planning Basics – Preparing & Loading Containers– Types of Container Services - FCL - Consolidation –LCL - Advanced Scientific Shipment Planning –Container De-stuffing	6	3
3.4	Documentation - Bill of Lading basics – MBL - HBL – CY – CFS - Advanced learning in Bills of Lading - Sea Way bill - Combined transport - MTO – Multimodal Transport Document (MTD).	3	3
3.5	Invoicing - Information Flow - Release of cargo - Cross Trade & Documentation.	3	3
3.6	Conditions of Contract – Managing Key Accounts – Trade Lane Development – Consortium.	3	3
4.0	Stevedoring, Lighter age Services and Security	25	
4.1	Stevedoring, Lighter age Services and Security - Port Trusts - Operational Unit - Services – Seaports– Vessel Operations – Pilotage - Stevedoring.	6	4
4.2	Dock Labour Boards - Charges –Automated Container Handling - Security at Ports and Harbours- Role of Security Agencies – Lighter age Services.	7	4
4.3	Sales and Customer Service- Shipping Lines - Hub & Spoke - Process flow - Advices – Booking -Containerization –Containers – Container Numbering.	6	4
4.4	Process Flow - Shipping Sales – Leads –Quotations – Customer Service, Visiting shipping companies and seaports.	6	4

SUGGESTED READING

1. Air Cargo Management: Air Freight and the Global Supply Chain
Michael Sales, Taylor & Francis
2. Air Cargo and Logistics: Classics and Contemporary Practice Rico Merkert, Jackie Walters
3. Managing Transport Operations By Edmund J. Gubbins

Course		Details				
Code		TT1814113				
Title		LOGISTICS AND SUPPLY CHAIN MANAGEMENT				
Degree		B.Voc				
Branch(s)		Travel, Tourism and Logistics Management				
Year/Semester		2/4				
Type		Skill				
Credits		4	Hrs/Week	5	Total Hrs	90
CO No.	<i>Expected Course Outcomes</i>					Cognitive Level
	<i>Upon completion of this course, the students will be able to:</i>					
1	Evaluate both domestic and international transportation problems and effectively develop and present actionable solutions.					U
3	Evaluate and recommend warehouse and DC strategies and effectively manage their distribution processes at the regional, national, and international levels.					U
4	Understand the fundamental concepts of Supply Chain Management					U
5	Understand the manufacturing operations of a firm					U
6	Apply sales and operations planning, MRP and lean manufacturing concepts					U
7	Apply quality management tools for process improvement					AP

CO-Course Outcome; Cognitive Level: R-Remember; U-Understanding; Ap-Apply; An-Analyze; E-Evaluate; C-Create

Module	Course Description	Hrs	CO. No
1.0	Logistics Management – Introduction	25	
1.1	Logistics- Definition- History and Evolution- Objectives- Elements- activities importance- The work of logistics- Logistics interface with marketing- retails logistics.	8	1
1.2	Logistics Management- Definition- Evolution of the concept- model – process activities. Achievement of competitive advantage through logistics Framework- Role.	7	1
1.3	Role of Logistics management- Integrated Logistics movement, Functions of Logistics Management.	10	1
2.0	Logistics Strategy	20	
2.1	Logistics Strategy- Strategic role of logistics – Definition – Role of logistics managers in strategic decisions- Strategy options, Lean strategy, Agile strategies& other strategies, Emerging concept in logistics.	7	2
2.1	Logistics Strategy-- Definition – Role of logistics managers in	8	2

	strategic decisions- Strategy options, Lean strategy, Agile strategies& other strategies. Outsourcing logistics – reasons – Third party logistics provider – Fourth party Logistics providers (4pl) - Stages, Role of logistics providers.		
2.2	Quality customer service & integrated Logistics – customer service – important elements – the order cycle system – distribution channels.	5	2
3.0	Introduction to Supply Chain Management	25	2
3.1	Fundamentals of Supply Chain and Importance - Development of SCM - concepts and Definitions Supply chain strategy - Strategic Supply Chain Management and Key components.	6	3
3.2	Drivers of Supply Chain Performance – key decision areas – External Drivers of Change.	4	3
3.3	Framework and Role of Supply Chain in e-business and b2b practices. Value of information in logistics & SCM - E-logistics,E-Supply Chains - International and global issues in logistics	7	3
3.4	Supply chain software Technology - WMS, TMS, LMS, OMS, WCS and Network Optimization- Software Evaluations & Selections- Logistics Network Optimizations- Transportation routing.	8	3
4.0	Transport TechnologySpecial Logistics	20	
4.1	Transport Technology: Advances in Shipping Technology- Flight Technology- Truck Technology – Rail Technology – Billing Technology- Payment Technology- (ISO 9000)- Total Quality Management (TQM) and benchmarking	8	4
4.2	Logistics of Quality Perishable- Life cycle logistics for Projects/Products- GS1 System of world-wide supply-chain standards system.	6	4
4.3	Trade Fairs and Events Transportation- International .Supply Chain Management- Consolidation and Group age- Logistics of Time Perishable.	6	4

SUGGESTED READING

1. Logistics Management, Professor Nandi S K, Oxford University Press, USA
2. Logistics Management, V VSople, PEARSON
3. Materials and Logistics Management, Prof. L.C Jhamb, Everest Publishing House
4. Supply Chain Logistics Management, Bowersox, Mcgraw Higher Ed
5. Reguram G, Rangaraj N, Logistics and Supply Chain Management Cases and Concepts, Macmillan India Ltd., New Delhi

6. Logistic and Supply Chain Management by Donald J. Bowerson, Publisher: Prentice Hall of India.
7. Martin Christopher, Logistics and Supply Chain Management, Prentice Hall
8. F. Robert Jacobs, Operations and Supply Chain Management, McGraw Hill.
9. Bozarth&Handfield, Introduction to Operations & Supply Chain Management, Prentice Hall.

Course		Details				
Code	TT1814111					
Title	AIR CARGO MANAGEMENT					
Degree	B.Voc					
Branch(s)	Travel, Tourism and Logistics Management					
Year/Semester	2/4					
Type	Skill					
Credits	5	Hrs/Week	5	Total Hrs	90	
CO No.	Expected Course Outcomes Upon completion of this course, the students will be able to:				Cognitive Level	
1	Understand the structure of Aviation and Air Cargo.				U	
2	Understand the ULD management system & Airline Industry				U	
3	Analyse IATA as a Cargo agent in Airline industry				AN	
4	Understand the Cargo handling in an Airport				U	
5	Stay current with the latest trends in Cargo Transferring.				E	

CO-Course Outcome; Cognitive Level: R-Remember; U-Understanding; Ap-Apply; An-Analyze; E-Evaluate; C-Create

Mod ule	Course Description	Hrs	CO. No
1.0	Air cargo Management – Introduction	18	
1.1	Introduction to Air Cargo, Types of Cargo, World scene and Indian context. Contribution to Indian economy.	4	1
1.2	Cargo Rates – Different types of Cargo rates – Concept of Consolidation. Introduction to Air Cargo.	5	1
1.3	Aviation and Airline Technology	4	1
1.4	Aircraft Layout – Different types of Aircrafts – Aircraft Manufacturers – International Air Routes. Consortium – Hub and Spoke – Process Flow.	5	1
2.0	ULD Management	18	
2.1	ULD Management – Different types of ULD's – Handling ULD's – Its importance.	4	2
2.2	Introduction to Airline Industry – History – Regulatory Bodies – Navigation systems – Air Transport system – Functions – Customers – Standardization – Management.	4	2
2.3	Airside – Terminal Area – Landside Operations – Civil Aviation – Safety and Security – Aircraft operator's security program – Security V/s Facilitation.	5	2

2.4	ICAO security manual – Training and awareness – Rescue and Fire fighting – Issues and challenges – Industry Regulations – Future of the Industry	5	2
3.0	Concept of IATA cargo agent	18	
3.1	Concept of IATA cargo agent – Formation – IATA Recognition – Agents Duties & Responsibilities – Payment Procedures.	6	3
3.2	Airline Marketing and Customer Service Standardization in Logistics – Air Freight Exports and Imports – Sales and Marketing – Environment – Marketing Research	6	3
3.3	Strategies and Planning – Audits – Segmentation – SWOT – Marketing Management Control – Consignee Controlled Cargo - Sales Leads – Routing Instructions – Customer Service – Future trends.	6	3
4.0	Handling of Cargo in Airport	18	
4.1	Handling of Cargo in Airport – The cargo handling organisations in Airport – Cargo Handling – Handling of equipment's at Airport loading and unloading – Special Cargo Handling – Perishables – Dangerous goods – Carriage of Live animals.	5	4
4.2	Valuable cargo – Human remains – Restricted articles on board. Air Freight Forwarding – Air Freight Exports and Imports – Special Cargoes – Consolidation – Communication Handling COD shipments.	5	4
4.3	POD – Conditions of Contract – Dangerous (DGR) or Hazardous goods – Control Movement in and out items -Usage of online Booking Facilities.	4	4
4.4	Inventory Management – Synchronising supply with Demand – Its importance – How do we manage this – Demand Creations – Usage of latest Technologies.	4	4
5.0	Export, import and transit and bonded cargo	18	
5.1	Export, import and transit and bonded cargo. AWB-Airway bill, SLI-Shipper's letter of Instructions, use of air cargo guides.	6	5
5.2	Air cargo booking procedures, Cargo automation. Advices – Booking -SLI – Labeling -Volume/Weight Ratio.	6	5
5.3	– Shipment Planning – TACT – Air Cargo Rates and Charges – Cargo Operations – Customs Clearance.	6	5

SUGGESTED READING

1. Air Cargo Management: Air Freight and the Global Supply Chain, Michael Sales
2. The Air Cargo Forum India Year Book, RUPA Publishers
3. 4th Party Cyber Logistics for Air Cargo, Sung-Chi Chu Lawrence C, Springer US Publishers

SEMESTER 5

Course Code	Courses	General/ Skill	Credit	Instructional Hours
CM1815207	Banking Theory and Practice	General	4	3
TT1815203	Entrepreneurship Development	General	4	3
CM1815208	Goods and Services Tax	General	4	4
TT1815114	Eco Tourism	Skill	4	5
TT1815115	Hospitality Management	Skill	5	5
TT1815116	Front Office/ House Keeping Operations	Skill	4	5
TT1815117	Ethical, Legal and Regulatory Framework for Tourism	Skill	4	4
TT1815806	Industry Visit – One Case Study (Tourist Resort) / National Tour Report.	Skill	1	1
Total			30	30

Course		Details				
Code		CM1815207				
Title		BANKING THEORY AND PRACTICE				
Degree		B.Voc				
Branch(s)		Travel, Tourism and Logistics Management				
Year/Semester		3/5				
General Studies		General				
Credits		4	Hrs/Week	3 hours	Total Hours	54
CO No.	<i>Expected Course Outcomes</i> <i>Upon completion of this course, the students will be able to:</i>				Cognitive Level	
1	Describe the functions of banking				U	
2	Describe the recent developments in banking				U	
3	State the various social banking initiatives				U	
4	Explain the relationship between the banker and the customer				U	

CO-Course Outcome; Cognitive Level: R-Remember; U-Understanding; Ap-Apply; An-Analyze; E-Evaluate; C-Create

Module	Course Description	Hrs	CO. No.
1.0	Introduction to Banking	9	
1.1	Origin and Evolution of banks-Meaning and definition of banking	2	1
1.2	Structure of Indian Banking system- Classification of banks	2	1
1.3	Functions of commercial banks: Primary and Secondary functions (Conventional and innovative functions)	2	1
1.4	Credit creation	2	1
1.5	Retail banking products	1	1
2.0	Innovations in Indian Banking	10	
2.1	Technology driven developments - ATM, Debit cards, Credit cards, Mobile banking, Internet banking	2	2
2.2	CORE banking- EFT: NEFT, RTGS	2	2
2.3	SWIFT, Green Channel- Cheque Truncation System	2	2
2.4	Payment Banks and Small Finance Banks	2	2
2.5	KYC	2	2
3.0	Social Banking Initiatives in Indian Banking	15	
3.1	Nationalization of Banks and its Objectives	1	3
3.2	Social Banking: Lead bank scheme, Service Area Approach, Village Adoption Scheme	3	3
3.3	DRI Scheme, Priority Sector Lending	2	3
3.4	Rural banking: Institutional arrangement for Rural Financing and their functions: NABARD	3	3
3.5	Micro- Finance, RRBs	1	3
3.6	LDBs, Co-operative banks	2	3

3.7	Financial inclusion: financial inclusion Delivery models PradhanMantri Jan DhanYojana	3	3
4.0	Banker and Customer	20	
4.1	Meaning and Definition	1	4
4.2	General relationship – Debtor & Creditor	1	4
4.3	General relationship – Agent & Principal, Trustee & Beneficiary	1	4
4.4	Special Relationship – Obligations	1	4
4.5	Special Relationship – Rights of a Banker – Right of General Lien	2	4
4.6	special Relationship – Rights of a Banker – Right of to combine accounts, Right of appropriation	1	4
4.7	Special Relationship – Rights of a Banker - Right to charge interest, commission and incidental charges	1	4
4.8	Procedure of Opening Deposit accounts- -Closure of accounts	1	4
4.9	Meaning of Cheque, Requisites of a valid Cheque	1	4
4.10	parties involved in a cheque, Types of cheques – Bearer & Order cheques, Gift Cheque, MICR cheque	2	4
4.11	Dating of cheques, Mutilated Cheque, Material Alterations	2	4
4.12	Dishonour of cheques	1	4
4.13	Crossing of Cheques – Meaning and Types	2	4
4.14	Double Crossing, Not Negotiable Crossing and Account Payee Crossing	1	4
4.15	Endorsement – Meaning, Requisites of a valid endorsement	1	4
4.16	Types of Endorsement, Difference between Crossing & Endorsement	1	4

SUGGESTED READING

1. R. M. Onkar, Personality development and Career Management- A Pragmatic perspective, S. Chand Publishers, 2009
2. S. I. Hariharan, N. Sundarajan, S. P. Shanmugapriya, Soft Skills, Mjp Publishers, 2011
3. M. S. Rao, Soft Skills - Enhancing Employability: Connecting Campus with Corporate, I. K. International Publishing House Pvt Ltd, 2010
4. Gopaldaswamy Ramesh, Mahadevan Ramesh, The Ace of Soft Skills: Attitude, Communication and Etiquette for Success, Pearson Education, 2013
5. Philip Burnard, Interpersonal Skills Training, Kogan Page, 120 Pentonville Road, London N19JN.
6. Philip Burnard, Acquiring Interpersonal Skills – A handbook of experiential learning for health professionals, Second Edition, Springer-Science+Business Media, B. V.

Course		Details			
Code	TT1815203				
Title	ENTREPRENEURSHIP DEVELOPMENT IN TOURISM				
Degree	B.Voc				
Branch(s)	Travel, Tourism and Logistics Management				
Year/Semester	3/5				
Type	General				
Credits	4	Hrs/Week	3	Total Hrs	54
CO No.	<i>Expected Course Outcomes</i> <i>Upon completion of this course, the students will be able to:</i>				Cognitive Level
1	Describe Entrepreneurship				U
2	Examine role of entrepreneur in economic development				An
3	Describe the steps to establish an enterprise				U
4	Compare and classify types of entrepreneurs				U
5	Explain project Identification				U
6	Explain project formulation				U
7	Describe project evaluation				U
8	Evaluate the entrepreneurial support in India				E
9	Describe Special institutions for entrepreneurial development and assistance in India				U

CO-Course Outcome; Cognitive Level: R-Remember; U-Understanding; Ap-Apply; An-Analyze; E-Evaluate; C-Create.

Module	Course Description	Hrs	Co. No
1.0	Introduction to Entrepreneurship	8	
1.1	Definition and Meaning of Entrepreneurship and Entrepreneur	1	1
1.2	Characteristics and Traits of Entrepreneur	1	1
1.3	Entrepreneurial motivations, Role of Entrepreneur	2	1
1.4	Entrepreneurship opportunities in tourism	1	1
1.5	Entrepreneurial skill for travel, tourism and hospitality trade	2	1
1.6	Problems of entrepreneurship in travel trade	1	1
2.0	Entrepreneurial Competencies	10	
2.1	Entrepreneurial Competencies meaning	2	4
2.2	Small Scale Enterprises	3	4

2.3	Characteristics & Relevance of Small Scale Enterprises	2	4
2.4	Role of Entrepreneurship in SSE and Economic Development	3	4
3.0	Institutional Interface and Set up	13	
3.1	Government Policy	2	5
3.2	tourism enterprises/units eligible for assistance under MoT scheme	2	5
3.3	Entrepreneurial Process	2	5
3.4	Identification of an Opportunity	2	5
3.5	Market Assessment, Analysing Competitive Situation	2	5
3.6	Understanding Trade Practices	2	5
3.7	Resource Mobilization.	1	5
4.0	Technology Determination	13	
4.1	Site Selection	2	6
4.2	Financial Planning	2	6
4.3	Financial Institutions for Small Enterprises	3	6
4.4	Preparation of Business Plan	2	6
4.5	Elements of Business Plan	2	7
4.6	Feasibility Report	2	7
5.0	Ownership Structures & Organizational Framework	10	
5.1	Financial Management Issues	3	8
5.2	H R Issues	2	8
5.3	Strategies for Growth & Stability	3	8
5.4	Managing Family Enterprises	2	8

SUGGESTED READING

1. Anjan, R. *Managing New Ventures, Concepts and Cases in Entrepreneurship*, New Delhi, PHILearning Private limited.
2. Bhide A, *The Origin and Evolution of New Businesses*, New York, Oxford University Press.
3. Brandt, S. C. (1997). *Entrepreneurship: The 10 Commandments for Building a Growth Company*. New Delhi: McMillan Business Books.
4. Manjunath, N. (2008). *Entrepreneurship & Management*. Bangalore: Sanguine Technical Publishers.
5. Khanka S S- *Entrepreneurial Development- S Chand and Sons*
6. Desai, Vasant- *Small Scale Business and Entrepreneurship- Himalaya Publications*
7. AP Padnekar, *Entrepreneurship, Himalaya Publishing House, Mumbai*

Course		Details			
Code	CM1815208				
Title	GOODS AND SERVICES TAX				
Degree	B.Voc				
Branch(s)	Travel, Tourism and Logistics Management				
Year/Semester	3/5				
Type	General				
Credits	4	Hrs/Week	4	Total Hrs	72
CO No.	Expected Course Outcomes Upon completion of this course, the students will be able to:				Cognitive Level
1	Distinguish the earlier indirect tax system and present indirect tax system				U
2	Explain the structure of GST				U
3	Analyse the benefits of GST				An
4	Describe the functions, powers and structure of GST Council and GSTN				U
5	Define basic concepts and terms under CGST Act and IGST Act				R
6	Explain the provisions of levy and collection of GST				U
7	Describe the provisions of Reverse Charge Mechanism and composition scheme of levy				U
8	Explain the concept of time, place and value of supply				U
9	Explain importance and benefits of Input Tax Credit				U
10	Describe the provisions ,types and procedures of Registration				U
11	Outline the provisions concerned with payment of Tax, interest, IDS, TCS , Refund and returns				U
12	Explain various types of Assessment under CGST Act				U
13	Describe provisions of Audit, Search & Seizure				U
14	Explain various Appellate Authorities under GST regime and its powers				U

CO-Course Outcome; Cognitive Level: R-Remember; U-Understanding; Ap-Apply; An-Analyze; E-Evaluate; C-Create

Module	Course Description	Hrs	CO. No
1.0	Introduction to Goods and Services Tax	18	
1.1	Introduction – Direct tax and Indirect tax – meaning	1	1
1.2	Stages of Evolution of Goods and Services Tax	2	1
1.3	Subsuming of taxes	2	1
1.4	Structure of GST – CGST, SGST,UTGST & IGST	2	2

1.5	Benefits of implementing GST	2	3
1.6	GSTN – Structure, features and functions	2	4
1.7	HSN Code - SAC code	1	4
1.8	GST council and its Structure	1	4
1.9	Power and Functions of GST Council	2	4
1.10	Important concepts and definitions under CGST Act and IGST Act	3	5
2.0	Levy and Collection of Tax	20	
2.1	Levy and Collection of Tax meaning	2	6
2.2	Rates of GST	1	6
2.3	Scope of Supply	2	6
2.4	Composite and Mixed Supplies and E-commerce under GST regime	1	6
2.5	Liability to pay tax	2	6
2.6	Reverse Charge Mechanism and composition scheme	2	7
2.7	Time of Supply of Goods	2	8
2.8	Time of Supply of Services	2	8
2.9	Input Tax Credit - Benefits of Input Tax Credit	2	9
2.10	Input Service Distribution - Recovery of Credit	1	9
2.11	Recovery of Credit	1	
2.12	Tax Invoice - Credit Notes	1	9
2.13	Tax Invoice - Debit Notes, Bill of Supply	1	9
3.0	Registration and payment of Tax	12	
3.1	Registration - Persons Liable for Registration	1	10
3.2	Compulsory Registration	1	10
3.3	Deemed Registration	1	10
3.4	Procedure For Registration	2	10
3.5	GSTIN and its structure	1	10
3.6	Payment of Tax, Interest, Penalty	2	11
3.7	Tax Deduction at Source	1	11
3.8	Collection of Tax At Source	1	11
3.9	Refunds	2	11
4.0	Assessment and Audit	12	
4.1	Assessment – meaning	1	12
4.2	Types of Assessment – Self Assessment – Provisional Assessment Scrutiny Assessment	2	12
4.3	Types of Assessment - Summary Assessment – Best Judgment Assessment – Assessment of Non-Filers – Assessment of Unregistered Persons	2	12
4.4	Audit	1	13

4.5	Search and Seizure	2	13
4.6	Inspection of Goods in Movement	1	13
4.7	Power of Authorities	2	13
4.8	Provisional Attachment	1	13
5.0	Appeals	10	
5.1	Appellate Authorities – Powers	2	14
5.2	Procedure for appeal	2	14
5.3	Appeals before Tribunal	2	14
5.4	Appeal to High Court	1	14
5.5	Supreme Court	1	14
5.6	Offences and Penalties	2	14

SUGGESTED READING

1. H.C Mehrotra, Indirect Taxes, SahityaBhavan Publications, New Delhi, 2018.
2. Vinod K Singania, Indirect Taxes, Taxmann's Publications, New Delhi, 2018
3. Rakesh Kumar, Goods and Services Tax, Diamond Pocket Books Pvt Ltd.
4. Bare Act CGST
5. Bare Act SGST
6. Bare Act IGST

Course		Details			
Code	TT1815114				
Title	ECO TOURISM				
Degree	B.Voc				
Branch(s)	Travel, Tourism and Logistics Management				
Year/Semester	3/5				
Type	Skill				
Credits	4	Hrs/Week	5	Total Hrs	90
CO No.	<i>Expected Course Outcomes</i> <i>Upon completion of this course, the students will be able to:</i>				Cognitive Level
1	Understand the basic ecotourism principles and its components.				U
2	To familiarize ecotourism planning and polices				U

CO-Course Outcome; Cognitive Level: R-Remember; U-Understanding; Ap-Apply; An-Analyze; E-Evaluate; C-Create

Module	Course Description	Hrs	CO. No.
1.0	Eco Tourism	20	
1.1	Emergence of Ecotourism, concept and definitions, growth and development-	8	1
1.2	Ecotourism principals, Eco Tourist , Types of Eco Tourists	6	1
1.3	Mass and alternative tourism, potential benefits from ecotourism.	6	1
2.0	Eco Tourism Resources in India	20	
2.1	Eco Tourism Resources in India: National Parks	8	1
2.2	Wild Life Sanctuaries	2	1
2.3	Tiger Reserves	2	1
2.4	Biosphere Reserves	2	1
2.5	Wetlands	2	1
2.6	Coral Reefs	2	1
2.7	Desert Ecotourism	2	1
3.0	National Tourism Policy	20	
3.1	Guidelines for ecotourism development for government	4	2
3.2	Guidelines for ecotourism development for developers	4	2
3.3	Guidelines for ecotourism development for operators	4	2
3.4	Guidelines for ecotourism development for visitors	4	2

3.5	Guidelines for ecotourism development for host population	4	2
4.0	Eco Tourism and Development	15	2
4.1	Community awareness and participation Contribution of ecotourism to environmental Conservation.	8	2
4.2	Socio-cultural conservation and economic conservation.	7	2
5.0	Eco Tourism practices Case Studies- Kerala	15	2

SUGGESTED READING

1. Bhatia, A. K., International Tourism, Sterling Publishers, New Delhi
2. Bhatia, A. K., Tourism development: Principles, Practices and Philosophies, Sterling Publishers, New Delhi
3. McIntosh, Robert, W. Goldner, Charles, Tourism: Principles, Practices and Philosophies, JohnWiley and Sons Inc. New York, 1990 (9th edition)
4. Mill, Robert Christie and Alastair M. Morrison, The Tourism System, Englewood
5. Cliffs, N.J., Prentice Hall, 1985
6. Negi, J.M.S., Tourism and Travel- Concepts and principles, Gitanjali Publishing

Course		Details			
Code	TT1815115				
Title	HOSPITALITY MANAGEMENT				
Degree	B.Voc				
Branch(s)	Travel, Tourism and Logistics Management				
Year/Semester	3/5				
Type	Skill				
Credits	5	Hrs/Week	5	Total Hrs	90
CO No.	<i>Expected Course Outcomes</i> <i>Upon completion of this course, the students will be able to:</i>				Cognitive Level
1	Familiarize the hospitality industry.				U
2	Know about the various categories of hotels.				U
3	Understand about the hotel operations, front office management and security department.				U

CO-Course Outcome; Cognitive Level: R-Remember; U-Understanding; Ap-Apply; An-Analyze; E-Evaluate; C-Create

Module	Course Description	Hrs	CO. No.
1.0	Hospitality Management	15	
1.1	Definitions: Hospitality and Hotel. - Link between Hospitality and Travel and Tourism industry.	7	1
1.2	Travellers at rest, Home away from Home - Hospitality culture, Athithi-devo-Bhavah, Expectations of the guest.	8	1
2.0	Classification & Categorization of Hotels	15	
2.1	Classification & Categorization of Hotels - Hotel Ownership.	5	2
2.2	A brief account of Commercial Hotels, Residential Hotels, Resort Hotels, Airport hotels, Bed & Breakfast Hotels, Convention hotels, Casino Hotels, Motels	5	2
2.3	Emerging trends in Accommodation - Time-share, Condominium, Home Stays, Tree Huts, Houseboats, Capsule hotel. Major Hotel chains in India. - FHRAI .	5	2
3.0	Brief Account of Hotel Operations	15	
3.1	Front office and back office areas, Public and Private areas - Organizational structure and Functions.	8	3
3.2	Major Departments - Types of hotel rooms – Use of IT in Hotel industry.	7	3
4.0	Front Office Management:	15	
4.1	Organizational structure and Functions - House Keeping:	5	3

	Organizational structure – important housekeeping activities in hotels.		
4.2	Coordination with other departments – advantages of good housekeeping and problems of poor housekeeping - Food and Beverage Operations	5	3
4.3	Organizational structure and Functions - Food Production and Service. Restaurants: Types of Menu, Types of Service.	5	3
5.0	Security department	15	
5.1	Security department - Responsibilities - Security systems in a hotel.	5	3
5.2	Roles and Functions of Marketing department,	5	3
5.3	HR department, Engineering and maintenance department, Accounting Department.	5	3
6.0	Case study of important Hotels	15	3

SUGGESTED READING

1. John R Walker - Introduction to Hospitality Management – Pearson Education India
2. Mohammed Zulfiker – Introduction to Tourism and Hotel Industry ,UBS Pub, New Delhi
3. Dennis . L. Foster – VIP and Introduction to Hospitality ,McGraw Hill, New Delhi
4. M. L. Ksavana and R. M. Brooks – Front Office procedures ,Educational Institute. A.H.M.A
5. Sudhir Andrews –Hotel front Office Management. Mc.Graw Hill, New Delhi
6. Puspinder. S. Gill – Dynamics of Tourism –Vol.4 –Tourism and Hotel Management, Anmol P
7. Jag Mohan Negi – Hotels for Tourism Development ,Metropolitan Pub, NewDelhi
8. RK Malhotra – Fundamentals of Hotel Management and Operations ,Anmol Pub, New Delhi
9. S Medlik& H Ingram: The business of Hotels - Butterworth Heinemann, New Delhi

Course		Details				
Code		TT1815116				
Title		FRONT OFFICE/HOUSE KEEPING OPERATIONS				
Degree		B.Voc				
Branch(s)		Travel, Tourism and Logistics Management				
Year/Semester		3/5				
Type		Skill				
Credits		4	Hrs/Week	5	Total Hrs	90
CO No.	<i>Expected Course Outcomes</i> <i>Upon completion of this course, the students will be able:</i>					Cognitive Level
1	To have a thorough understanding on front office management and its roles.					U
2	To study about the dealing of reservations, pre arrival procedures and guest stay.					U

CO-Course Outcome; Cognitive Level: R-Remember; U-Understanding; Ap-Apply; An-Analyze; E-Evaluate; C-Create

Module	Course Description	Hrs	CO. No.
1.0	Front Office Department	15	
1.1	Sections and layout of Front Office - Organizational chart of front office department (small, medium and large hotels).	5	1
1.2	Duties and responsibilities of various staff.-Attributes of front office personnel.	5	1
1.3	Co-ordination of front office with other departments of the hotel -Equipments used (Manual and Automated).	5	1
2.0	Role of Front Office	15	
2.1	Key control and key handling procedures - Mail and message handling Paging and luggage handling.	8	1
2.2	Rules of the house [for guest and staff] -Black list -Bell Desk and Concierge	7	1
3.0	Introduction to House Keeping	20	
3.1	Importance & Functions of Housekeeping Guest satisfaction and repeat business.	5	1
3.2	House Keeping Areas – Front-of-the-house and Back-of-the-house areas, Guest Rooms, Public Areas, Maids Room, Indoor and Outdoor Areas .	6	1
3.3	Co-ordination with other Departments -Departments like Front Office.	4	1
3.4	Engineering, F & B, Kitchen, Security, Purchase, HRD, Accounts.	5	1

4.0	Layout of House Keeping Department	15	
4.1	Sections of the housekeeping department, their functions and layout Organization of Housekeeping Department.	8	2
4.2	Hierarchy in large, medium & small hotels -Attributes of staff- Job Descriptions and Job Specifications.	7	2
5.0	Guest Stay- Guest Cycle	25	
5.1	Rooming a guest (introduction to the hotel facilities, orientation of the room) Procedure for room change - Safe deposit procedure.	6	2
5.2	Assisting guest with all possible information and help(medical etc.) Guest Departure - Departure notification.	6	2
5.3	Task performed at bell desk ,cashier /reception- Express check outs -Late check outs and charges.	6	2
5.4	Methods of Payment -Credit card handling -Traveler cheques, Personal checks -Handling cash Indian , Foreign currency -Other methods of payment [Travel agent , Bill to Company etc--].	7	2

SUGGESTED READING

1. J.Vallen;Checkin Checkout
2. S Andrews; Hotel front Office Training Manual
3. S Baker, P. Bradley, J. Huyton; Principles of Hotel Front Office Operations
4. B Braham; Hotel Front Office
5. M Kasavana, C Steadmon; Managing Front Office Operation
6. P Abbott; Front Office Procedures and Management
7. C Dix; Front Office operations/Accommodations Operations
8. D Foster ; Front Office Operation and Administration
9. Housekeeping Training Manual - Sudhir Andrews
10. 2. Hotel, Hostel & Hospital Housekeeping – Brenscon&Lanox

Course		Details				
Code	TT1815117					
Title	ETHICAL, LEGAL & REGULATORY FRAMEWORK FOR TOURISM					
Degree	B.Voc					
Branch(s)	Travel, Tourism and Logistics Management					
Year/Semester	3/5					
Type	Skill					
Credits	4	Hrs/Week	4	Total Hrs	72	
CO No.	<i>Expected Course Outcomes</i> <i>Upon completion of this course, the students will be able to:</i>				Cognitive Level	
1	To understand the tourism ethics.				U	
2	To know about the various laws and regulations associated with tourism industry				U	
3	To have an idea about travel insurance and Consumer Protection Act.				U	

CO-Course Outcome; Cognitive Level: R-Remember; U-Understanding; Ap-Apply; An-Analyze; E-Evaluate; C-Create

Module	Course Description	Hrs	CO. No.
1.0	Ethical, Legal & Regulatory Framework For Tourism – Introduction	12	
1.1	Defining ethics and its significance in tourism.	4	1
1.2	Principles and practices in business ethics.	4	1
1.3	Business compulsions, motivation and ethical parameters.	4	1
2.0	Laws relating to accommodation, travels agencies land tour operation sector.	18	
2.1	Laws relating to accommodation, travels agencies land tour operation sector.	6	2
2.2	Law regulations related to airlines and airways, laws related to surface transport.	6	2
2.3	DGCA formalities for business and recreational flying in India.	6	2
3.0	Special permits to restricted areas for foreign tourist in India	18	
3.1	Special permits to restricted areas for foreign tourist in India, restricted area in India for foreign tourists and related authorities at these places to obtain permits.	9	2
3.2	Permits related to various monasteries and wild life areas and their procedure.	9	2
4.0	Travel Insurance and consumer protection Act	10	
4.1	Travel Insurance and consumer protection act, International	3	3

	consumer protection acts in tourism.		
4.2	Evacuation and International insurance business, foreigners act, passport act and visa extension.	3	3
4.3	Ancient Monument Act, RTI, Laws related to environment and wildlife.	4	3
5.0	Safety and security of tourist	15	
5.1	Safety and security of tourist, Tourist Police,	2	3
5.2	Place of Tourism in the constitution, need of tourism legislation.	3	3
5.3	Case Study.	10	3

SUGGESTED READING

1. Tourism Guide lines published by Govt. of India, Ministry of Tourism.
2. Tourism guidelines issued by Department of Tourism for hotel and restaurant operation.
3. SajnaniManohar (1999) Indian Tourism Business : A Legal Perspective, New Delhi.
4. R. K. Malhotra (2005) Socio – Environmental and Legal Issues in Tourism, New Delhi.
5. Gupta S.K. (1989) Foreign Exchange Laws and Practice, Taxman Publications Delhi.

SEMESTER 6

Course Code	Courses	General/ Skill	Credit	Instructional Hours
CM1816209	Human Resource Management	General	4	4
TT1816204	Tourism Marketing	General	4	4
CM1816210	E-Commerce	General	4	4
TT1816118	Event Management	Skill	5	4
TT1816119	Resort Management	Skill	5	4
TT1816120	Cyber Security and IT for Tourism	Skill	5	4
TT1816807	Internship	Skill	-	3
TT1816808	Project	Skill	3	3
TT1816901	Viva Voce	-	-	-
Total			30	30

Course		Details			
Code	CM1816209				
Title	HUMAN RESOURCE MANAGEMENT				
Degree	B.Voc				
Branch(s)	Travel, Tourism and Logistics Management				
Year/Semester	3/6				
Type	General				
Credits	4	Hrs/Week	4	Total Hrs	72
CO No.	Expected Course Outcomes <i>Upon completion of this course, the students will be able to:</i>				Cognitive Level
1	Describe concept of Human Resource Management				U
2	Explain the methods of planning, recruitment, selection of human resources				U
3	Outline the concepts and methods of placement and induction of human resources				U
4	Describe the process-methods and problems of performance appraisal				U
5	Explain the concept of career planning				U
6	Describe the Compensation management and Grievance redressed procedure in organisations				U

CO-Course Outcome; Cognitive Level: R-Remember; U-Understanding; Ap-Apply; An-Analyze; E-Evaluate; C-Create

Module	Course Description	Hrs	CO. No
1.0	Introduction to Human Resource Management	15	
1.1	Importance	3	1
1.2	Scope and objectives of HRM	2	1
1.3	Evolution of the concept of HRM	2	1
1.4	Approaches to HRM	2	1
1.5	Personal management Vs Human Resource Management	2	1
1.6	HRM and competitive advantage	2	1
1.7	Traditional Vs Strategic human resource management.	2	1
2.0	Human resource planning, Recruitment and selection	15	
2.1	Meaning	1	2
2.2	Job analysis	1	2
2.3	Process of job analysis	2	2
2.4	Job Description	1	2
2.5	Job Specification	1	2
2.6	Methods of job analysis	2	2

2.7	Conventional Vs strategic planning	1	2
2.8	Job evaluation	1	2
2.9	Recruitment	2	2
2.10	source of recruitment and methods	3	2
3.0	Placement and Induction	15	
3.1	Meaning	1	3
3.2	Internal mobility of human resource	2	3
3.3	Training of employees	2	3
3.4	need for training	2	3
3.5	Objectives of training	1	3
3.6	Approaches of training	2	3
3.7	Methods of training	2	3
3.8	Training environment	1	3
3.9	Areas of training	1	3
3.10	Training evaluation	1	3
4.0	Performance appraisal and career planning	12	
4.1	Meaning	1	4
4.2	Need and importance	1	4
4.3	Objectives and process of Performance appraisal	2	4
4.4	Methods and problems of performance appraisal	2	4
4.5	Concept of career planning	2	5
4.6	Features of career planning	1	5
4.7	Methods of career planning	2	5
4.8	Uses career development.	1	5
5.0	Compensation management and grievance redressed	15	
5.1	Meaning	1	6
5.2	Compensation planning objectives	2	6
5.3	Wage systems	2	6
5.4	factors influencing wage system	1	6
5.5	Grievance redressed procedure	2	6
5.6	Discipline	1	6
5.7	Approaches	1	6
5.8	Punishment	1	6
5.9	essentials of a good discipline system	2	6
5.10	Labour participation in management	2	6

SUGGESTED READING

1. Human Resource Management- Text and Cases-- VSP Rao
2. Human Resource Management—Snell, Bohlander
3. Personal Management and Human Resources—VenkataRatnam.Srivasthava.
4. A Hand Book of Personnel Management Practice—Dale Yolder.

Course		Details			
Code	TT1816204				
Title	TOURISM MARKETING				
Degree	B.Voc				
Branch(s)	Travel, Tourism and Logistics Management				
Year/Semester	3/6				
Type	General				
Credits	4	Hrs/Week	4	Total Hrs	72
CO No.	<i>Expected Course Outcomes</i> Upon completion of this course, the students will be able :				Cognitive Level
1	To familiarize the concept of tourism marketing.				U
2	To understand the various marketing mix components.				U
3	To know about the market research and destination marketing.				U

CO-Course Outcome; Cognitive Level: R-Remember; U-Understanding; Ap-Apply; An-Analyze; E-Evaluate; C-Create

Module	Course Description	Hrs	CO. No.
1.0	Introduction to Tourism Marketing	15	
1.1	Marketing: Concept and definition and its significance in tourism industry	3	1
1.2	Basic concept of need and want; demand, product, service, market and sales.	4	1
1.3	Significance of service and characteristics of service marketing, differentiation of product marketing and service marketing.	4	1
1.4	Defining marketing mix, the 8 P's of marketing mix.	4	
2.0	Market Research	15	
2.1	Understanding of marketing research, Concept of primary data, secondary data, qualitative and quantitative data and marketing information system (MIS) and its functions.	6	3
2.2	Consumer and consumer behaviour, Factors influencing the buying behaviour of consumers.	5	3
2.3	Market segmentation and bases for segmenting consumers markets, targeting and positioning and market strategies	4	3
3.0	Marketing Mix in Tourism Industry	15	
3.1	Marketing Mix in Tourism Industry. Product: Definition and levels, nature of tourism product, Stages of launching a new product.	5	2

3.2	Product life cycle (PLC) . Branding concept and need of branding of a product for a tourism company.	5	2
3.3	Pricing: Definition and influencing factors; Major pricing strategies or products of tourism industry.	5	2
4.0	Promotion	15	
4.1	Major tools of Promotion Mix- Word-of-Mouth Information, Advertising, Sales promotion, public relation, personal and social selling.	5	2
4.2	Importance of Advertising in Tourism, Selection of message and media, Media timing . Distribution: definition.	5	2
4.3	factor influencing in distribution policy, distribution system, the role of Travel Agency and Tour Operator as intermediaries of Tourism Industry.	5	2
5.0	Destination Marketing	12	
5.1	Necessary attributes for a ideal tourist destination.	5	3
5.2	Destination life cycle, Marketing strategy for promotion and development of a tourist destination .	7	3

SUGGESTED READING

1. Bisht, S.S. (2010): Tourism Marketing, Market Practices in Tourism Industry, Sarup Book Publishers Pvt. Ltd. New Delhi- 02
2. Holloway, J.C., Plant, P.V. (1988): Marketing for Tourism, Pitman Publishing, London
3. Jha, S.M.: Tourism Marketing, Kotler, P, Bowen, J & Makens, J (1996): Marketing for Hospitality and Tourism, Prentice Hall, Upper Saddle River, USA, NJ- 07458
4. Maclean, H. (1984): Marketing Management (Tourism in your Business), Canadian Hotel and Restaurant Ltd.
5. Stephan, F. et al (): Tourism Marketing and Management Handbook, Prentice Hall
6. Wahab, S. G. (): Tourism Marketing, Tourism International Press, London Woodruffe, H. (1997):
7. Service Marketing, Macmillan India Ltd, Ansari Road, Darayaganj, New Delhi- 02

Course		Details			
Code	CM1816210				
Title	E-COMMERCE				
Degree	B.Voc				
Branch(s)	Travel, Tourism and Logistics Management				
Year/Semester	3/6				
Type	General				
Credits	4	Hrs/Week	4	Total Hrs	72
CO No.	<i>Expected Course Outcomes</i> <i>Upon completion of this course, the students will be able to:</i>				Cognitive Level
1	Explain the basic concepts and application of E-Commerce				U
2	Describe the types of E-Commerce models				U
3	Explain the different modes of Electronic Payment System				U
4	Describe the security measures of E-Commerce				U
5	Construct a E-Commerce website				Ap

CO-Course Outcome; Cognitive Level: R-Remember; U-Understanding; Ap-Apply; An-Analyze; E-Evaluate; C-Create

Module	Course Description	Hrs	CO. No
1.0	Overview of Electronic Commerce	12	
1.1	Introduction to E-commerce Concepts	1	1
1.2	features and functions Operation of e-commerce	2	1
1.3	Infrastructure for E- commerce	1	1
1.4	Application of E-Commerce in Direct Marketing and Selling	2	1
1.5	Value Chain Integration	1	1
1.6	Supply Chain Management	2	1
1.7	Corporate Purchasing	1	1
1.8	Financial and Information Services	2	1
2.0	E-Commerce Models and Strategies	18	
2.1	Types of E-commerce; B2B, B2C, C2C C2B	3	2
2.2	Business Models for E-Commerce ; Brokerage Model, Aggregator Model, Info - intermediary model, Community Model, Value chain model, Manufacturer model, Advertising Model, Subscription model	6	2
2.3	Electronic Data Interchange	2	2
2.4	Mobile Commerce and Web Commerce	2	2
2.5	Introduction to ERP	3	2
2.6	Components of ERP	2	2

3.0	Electronic Payment Systems	12	
3.1	Overview of Electronic Payment Systems	2	3
3.2	Cybercash (Customer to Merchant Payments, Peer to Peer Payments, Security)	3	3
3.3	Smart Card (Card Types, Closed or Open Security, Privacy, Card Costs, Non Card Costs)	3	3
3.4	Electronic Banking	2	3
3.5	Electronic Fund Transfers	2	3
4.0	E-Commerce Security	12	
4.1	Introduction to Security Passwords Viruses Firewalls	3	4
4.2	Encryption (PGP, SHTTP, SSL)	3	4
4.3	digital signature	2	4
4.4	digital certificate	2	4
4.5	other security measures	2	4
5.0	Setting up of E-Commerce Business	18	
5.1	Web development	2	5
5.2	Promotion of the web Sites	3	5
5.3	Trust building	2	5
5.4	Loyalty building	2	5
5.5	Marketing and branding	2	5
5.6	Online transactions	3	5
5.7	Management and control	2	5
5.8	Product delivery Settlement	2	5

SUGGESTED READING

1. Doing Business on the Internet E-Commerce (Electronic Commerce for Business) S. Jaiswal, Galgotia Publications.
2. E-Commerce: An Indian Perspective, P.T. Joseph, S.J., PHI.
3. Web Commerce Technology handbook: Daniel Minoli and Emma Minoli, TMH
4. Business on the net: An Introduction to the whats and hows of e-commerce: Agarwala and Lal, Macmillan India Ltd
5. E-Commerce, the Cutting Edge of Business: Kamallesh K Bajaj and Debjani
6. E-Commerce: Schneider, Thomson Publication Nag, TMH

Course		Details			
Code	TT1816118				
Title	EVENT MANAGEMENT				
Degree	B.Voc				
Branch(s)	Travel, Tourism and Logistics Management				
Year/Semester	3/6				
Type	Skill				
Credits	5	Hrs/Week	4	Total Hrs	72
CO No.	Expected Course Outcomes				Cognitive Level
	<i>Upon completion of this course, the students will be able :</i>				
1	To familiarize the event management concepts.				U
2	To identify the components and process of event management.				U
3	To know about the event promotion and various entrepreneurship opportunities.				U

CO-Course Outcome; Cognitive Level: R-Remember; U-Understanding; Ap-Apply; An-Analyze; E-Evaluate; C-Create

Module	Course Description	Hrs	CO. No.
1.0	Introduction to Event Management	15	
1.1	Event Management – Definition – Meaning and scope.	4	1
1.2	Role of events in promotion of tourism.	5	1
1.3	Types of events – Cultural - festival, religious, business etc. need of event management.	4	1
1.4	Key factors for best Event Management	2	1
2.0	Event	15	
2.1	Aim of event, Develop a mission,	5	2
2.3	Establish Objectives, Preparing event proposal.	5	2
2.3	Use of Planning tools.	5	2
3.0	Protocols	10	
3.1	Protocols, Dress codes, staging, staffing, Leadership, Traits and characteristics.	10	2
4.0	Process of Event Management	12	
4.1	Process of Event Management – Planning and organizing events.	5	2

4.2	Budgeting– Sponsorship Subsidies – registration – Documentation – Public relation and evaluation.	7	2
5.0	Entrepreneurship opportunities in Event Management	10	
5.1	Trade fare –marriages.	4	3
5.2	Conferences and meetings – Exhibitions - Case study of Kerala Travel mart.	6	3
6.0	Event promotion	10	
	Meaning- marketing events- interrelation between event and tourism industry.	10	3

SUGGESTED READING

1. Event Management, PurnimaKumarri, Anmol Publishers
2. Event Management for Tourism, Der Wagen, Pearson
3. Successful Event Management,Shone.A, Cengage Learning

Course		Details			
Code	TT1816119				
Title	RESORT MANAGEMENT				
Degree	B.Voc				
Branch(s)	Travel, Tourism and Logistics Management				
Year/Semester	3/6				
Type	Skill				
Credits	5	Hrs/Week	4	Total Hrs	72
CO No.	Expected Course Outcomes				Cognitive Level
	<i>Upon completion of this course, the students will be able :</i>				
1	To familiarize the concept of resort management.				U
2	To identify the basic elements of a resort complex and various types of resorts.				U
3	To understand the major challenges and issues for resort management.				U

CO-Course Outcome; Cognitive Level: R-Remember; U-Understanding; Ap-Apply; An-Analyze; E-Evaluate; C-Create

Module	Course Description	Hrs	CO. No.
1.0	Introduction to Resort Management	12	
1.1	Resort Management- Historical perspective, Indian scenario, basic characteristics, phases of resort planning and development.	7	1
1.2	Trends and factors in developed tourist markets leading to growth to resort concept.	5	1
2.0	Basic element of a resort complex	12	
2.1	Basic element of a resort complex- Lodging facilities, land escaping.	5	2
2.2	Dining and Drinking facilities, Family oriented services, shops and entertainment services.	7	2
3.0	Mountain based resorts	12	
3.1	Mountain based resorts – introduction - development process – visitor profile.	4	2
3.2	Beach resorts – marinas - introduction – development process – profile of visitors – environmental impacts and management.	4	2
3.3	Golf/tennis resorts– introduction - market segments – visitor profiles. Health resorts/ Ayurveda resorts).	4	2
4.0	External challenges for resort management	12	
4.1	External challenges for resort management: Changing market and competitive conditions Department.	5	3

4.2	Global demand trends – benefit segmentation – market segmentation – competition.	7	3
5.0	Internal challenges for resort management	12	
5.1	Internal challenges for resort management: Planning and financial management – planning process– phases of resort development.	7	3
5.2	Functional tools of resort development – planning and financial feasibility.	5	3
6.0	Marketing issues for resorts	12	
6.1	Marketing issues for resorts: introduction, place marketing, destination image formation - cluster theory marketing - changing product emphasis.	4	3
6.2	Marketing changing seasons, seasonality management strategies	4	3
6.3	Branding – services marketing and management- Recreation management in resorts: rides, games and parks.	4	3

SUGGESTED READING

1. Peter E Murphy (2007), The Business of Resort Management, Butterworth Heinemann
2. Robert Christie Mill (2008), Resorts Management and Operations, Wiley.
3. JagmohanNegi (2008), Hotel, Resort and Restaurant: Planning, Designing and Construction, Kanishka Publications, New Delhi.
4. Percy K Singh (2006), Hotel Lodging, Restaurant and Resort Management, Kanishka Publications, New Delhi.
5. Chuck Y Gee (1996), Resort Development and Management , AHMA, USA

Course		Details			
Code	TT1816120				
Title	CYBER SECURITY AND IT FOR TOURISM				
Degree	B.Voc				
Branch(s)	Travel, Tourism and Logistics Management				
Year/Semester	3/6				
Type	Skill				
Credits	5	Hrs/Week	4	Total Hrs	72

CO No.	Expected Course Outcomes <i>Upon completion of this course, the students will be able:</i>	Cognitive Level
1	To familiarize the students with computer networks.	U
2	To enable the students in understanding the application of IT.	U
3	To acquaint the students with cyber environment concepts.	U

CO-Course Outcome; Cognitive Level: R-Remember; U-Understanding; Ap-Apply; An-Analyze; E-Evaluate; C-Create

Module	Course Description	Hrs	CO. No
1.0	Overview of Informatics	15	
1.1	Overview of Informatics- meaning, feature and importance - Computer networks & Internet.	5	1
1.2	Wireless technology, cellular wireless networks, introduction to mobile phone technology.	5	1
1.3	Purchase of technology, license, guarantee, and warranty. New development in informatics.	5	1
2.0	Knowledge Skills for Higher Education	20	
2.1	Knowledge Skills for Higher Education- Data, information and knowledge, knowledge management, Internet access methods – Dial-up, DSL, Cable, ISDN, Wi-Fi.	5	1
2.2	Internet as a knowledge repository, academic search techniques, creating cyber presence.	5	1
2.3	Academic websites, open access initiatives, opens access publishing models	5	1
2.4	Introduction to use of IT in teaching and learning - Educational software, Academic services – INFLIBNET, NICNET, BRNET.	5	1
3.0	Social Informatics	17	
3.1	Social Informatics- IT & Society– issues and concerns– digital	4	2

	divide, IT & development, IT for national integration.		
3.2	Overview of IT application in medicine, healthcare, business, commerce, industry, defence, law, crime detection, publishing, communication, resource management, weather forecasting, education, film and media.	5	2
3.3	IT in service of disabled, Futuristic IT – artificial intelligence, Virtual reality, bio computing.	4	2
3.4	Health issues – guide lines for proper usage of computers, internet and mobile phones E-wastes and green computing, impact of IT on language & culture-localization issues.	4	2
4.0	Cyber World	10	
4.1	CYBER WORLD -Cyber space, information overload, cyber ethics, cyber addictions, cybercrimes – categories – person, property.	5	3
4.2	Government – types - stalking, harassment, threats, security & privacy issues.	5	3
5.0	Cyber Regulations	10	
5.1	CYBER REGULATIONS – Scope of cyber laws, - Provisions under IT	5	3
5.2	Act 2000, cyber related Provisions under IPC.	5	3

SUGGESTED READING

1. Ramesh Bangia. Learning Computer Fundamentals, Khanna Publishers, New Delhi.
2. Rajaraman, Introduction to information Technology, PHI, New Delhi.
3. Alexis Leon & Mathews Leon. Fundamentals of Information Technology, Vikas Publishing House, New Delhi.
4. Barbara Wilson. Information Technology: The Basics, Thomson Learning.
5. George Beekman, Eugene Rathswohl. Computer Confluence, Pearson Education, New Delhi.
6. IT Act 2000,
7. RohasNagpal, IPR & Cyberspace – Indian Perspective

SYLLABUS OF ADD-ON COURSES

Course		Details			
Code		TT18A1001			
Title		OFFICE AUTOMATION			
Degree		B.Voc Travel, Tourism and Logistics Management			
Branch(s)		Computer Science			
Year/Semester		First semester			
Type		Add-on			
Credits		2	Hrs/Week	Hours 6	Total Hours 36
CO No.	Expected Course Outcomes <i>Upon completion of this course, the students will be able to:</i>	Cognitive Level	PSO No.		
1	Implement system installation, keeping system in running condition and troubleshooting if any problem arises.	Ap	1,2,3,4		
2	Understand and create files in MS Office with different formatting features	C	1,2,3,4		
Cognitive Level: R-Remember; U-Understanding; Ap-Apply; An-Analyze; E-Evaluate; C-Create					

Module	Course Description	Hrs	CO.No.
1.0	Introduction	12	
1.1	Computer characteristics	2	1
1.2	Evolution of Computers	2	1
1.3	Generations of computers	1	1
1.4	Classification of computers	1	1
1.6	The computer system	2	2
1.7	Applications of computers	1	1
1.8	Computer organization: Central processing unit	2	2
1.9	Applications of computers	1	1
2.0	Technical Support Fundamentals	12	
2.1	Computer hardware-CPU RAM Motherboard Peripherals	1	1
2.2	Operating System –Components, Chrome OS	1	1
2.3	Process Management, Memory Management, IO Management	1	1
2.4	Logs, Boot Process	1	1
2.5	Installing Windows, Linux, Mac OS X	2	1
2.6	Networking basics, Networking hardware	2	1
2.7	IoT, Privacy and Security	2	1
2.8	Installing, Updating and Removing Software on Windows	1	1
2.9	Installing, Updating and Removing Software on Linux	1	1
3.0	MS Office Fundamentals	12	
3.1	MS Word- Basic menus, tools, Document creation	2	2
3.2	MS Excel- Basic menus, tools, functions, formatting	1	2
3.3	MS Access- Basic menus, tools	1	2

3.4	MS Power point- Basic formatting of slides, creating animations	2	2
3.5	MS Outlook	3	2
3.6	Basic functions of Windows and Internet Explorer	3	2

Text Books for Reference

1. Microsoft Office 2016 Step by Step: MS Office 2016- John Lambert, Curtis Frye
2. Lotia and Nair- Modern all about motherboard.
3. Operating System Principles, Seventh Edition, Abraham Silberschatz, Peter Galvin and Greg Gagne, John Wiley

Course		Details			
Code		TT18A1002			
Title		CUSTOMER SERVICE SKILLS			
Degree		B.Voc Travel, Tourism and Logistics Management			
Branch(s)		Tourism and Travel Management			
Year/Semester		Second Semester			
Type		Add-on			
Credits		2	Hrs/Week	Hours 6	Total Hours 36
CO No.	Expected Course Outcomes			Cognitive Level	PSO No.
	<i>Upon completion of this course, the students will be able to:</i>				
1	Understanding the basic services skills of customer interaction			U	1,2,3,4
2	Understand the features of Customer services			U	1,2,3,4
Cognitive Level: R-Remember; U-Understanding; Ap-Apply; An-Analyze; E-Evaluate; C-Create					

Module	Course Description	Hrs	CO. No.
1.0	SERVING THE TRAVEL CUSTOMER	12	
1.1	Introduction about the Basic Customer Travel services	3	1
1.2	Communication With Customers	2	1
1.3	Non-Verbal Communication	2	1
1.4	Communicating by Telephone	3	2
1.5	Verbal Communication	2	1
2.0	CUSTOMER SERVICE IN THE TRAVEL INDUSTRY	12	
2.1	The Role of The Travel Professional	3	1
2.2	Exact functions of Customer Service	3	1
2.3	The Importance of Customer Service Skills	3	1
2.4	The Influence of the Internet	3	1
3.0	WINNING CUSTOMER LOYALTY and HANDLING DIFFICULT CUSTOMERS	12	
3.1	Four Steps in Delivering Exceptional Service	2	2
3.2	Provide After Sales Service and Support	1	2
3.3	Protect Customer Interests	1	2
3.4	Competing with the Internet	1	2
3.5	Why Customers Get Upset	1	2
3.6	Responding to an Upset Customer	1	2
3.7	Calming Customers on the Telephone	1	1
3.8	Calming the Customer: Do's and Don'ts	1	1

3.9	Dealing with Unreasonable Demands	2	2
3.10	Keeping Self-Control	1	1

SUGGESTED READING

1. Sunil Sharma, Emerging International Tourism Markets, RajatPublications(2007)
2. PremnathDhar, International Tourism Emerging Challenges &Futureprospects, Kanishka Publishers Distributors
3. Study Kit for IATA/UFTAA
4. Foundation Course: - Module – I – Introduction to tourism
5. Module – II – Travel Geography
Module – III – Air Transport
Module – IV – Air Fares &Ticketing

Course		Details			
Code		TT18A1003			
Title		COMPUTER RESERVATION SYSTEM			
Degree		B.Voc Travel, Tourism and Logistics Management			
Branch(s)		Tourism and Travel Management			
Year/Semester		Third			
Type		Add-on			
Credits		2	Hrs/Week	Hours 6	Total Hours 36
CO No.	Expected Course Outcomes <i>Upon completion of this course, the students will be able to:</i>			Cognitive Level	PSO No.
1	Understand the features of GDS			U	1,2
2	Understand the functional structure of CRS			U	1,2
Cognitive Level: R-Remember; U-Understanding; Ap-Apply; An-Analyze; E-Evaluate; C-Create					

Module	Course Description	Hrs	CO. No.
1.0	Introduction About Reservation System	10	
1.1	Explain the Concept of Reservation	3	1
1.2	Reservation Process	2	1
1.3	Modes of Reservation	2	1
1.4	Various Reservation Sources	3	2
2.0	GDS- Global Distribution System	12	
2.1	Basic History of GDS	3	1
2.2	Role of GDS	4	1
2.3	Types of GDS	5	1
3.0	Computer Reservation Systems: CRS	14	
3.1	Introduction about CRS	2	2
3.2	Steps in Computer Reservation system	3	2
	Various CRS Soft wares	3	1
3.3	Amadeus- Galileo-Saber Computer Reservation Systems	6	1

SUGGESTED READING

1. Rough Guides
2. Lloyd Goodman and Richard Jackson: Geography of Travel and Tourism –Delmar (1999)
3. Sunil Sharma, Emerging International Tourism Markets, RajatPublications(2007)

Course		Details			
Code		TT18A1004			
Title		AIRPORT GROUND SERVICES			
Degree		B.Voc Travel, Tourism and Logistics Management			
Branch(s)		Tourism and Travel Management			
Year/Semester		Fourth			
Type		Add-on			
Credits		2	Hrs/Week	Hours 6	Total Hours 36
CO No.	Expected Course Outcomes			Cognitive Level	PSO No.
	<i>Upon completion of this course, the students will be able to:</i>				
1	Understand the major Airport Services			U	1,2
2	Understand the Major Ground services in an Airport			U	1,2
Cognitive Level: R-Remember; U-Understanding; Ap-Apply; An-Analyze; E-Evaluate; C-Create					

Module	Course Description	Hrs	CO. No.
1.0	Air Port Services	10	
1.1	Introduction about Air Port Services	3	1
1.2	Divisions of Air Port Services	2	1
1.3	Major Functional Areas of Airport	2	1
1.4	Terminal Services	3	2
2.0	Ground Handling Department	12	
2.1	Functional Areas of Ground handling Department	3	1
2.2	Terminal Services	4	1
2.3	International and domestic terminal services	5	1
3.0	Selection of Airport Ground staff.	14	
3.1	Airline Departments	2	2
3.2	Ground handling Procedure - IATA Codes	3	2
3.3	Baggage Handlings – Fire Fighting, Dangerous goods	3	1
3.4	First Aids – Announcements.	6	1

SUGGESTED READING

1. Rough Guides
2. Lloyd Goodman and Richard Jackson: Geography of Travel and Tourism –Delmar (1999)
3. Sunil Sharma, Emerging International Tourism Markets, RajatPublications(2007)

Course		Details			
Code		TT18A1005			
Title		DANGEROUS GOODS FOR PASSENGERS HANDLING STAFF			
Degree		B.Voc Travel, Tourism and Logistics Management			
Branch(s)		Tourism and Travel Management			
Year/Semester		Fifth			
Type		Add-on			
Credits		2	Hrs/Week	Hours 6	Total Hours 36
CO No.	Expected Course Outcomes <i>Upon completion of this course, the students will be able to:</i>			Cognitive Level	PSO No.
1	Understand the functional flow of DGs in an Airport			U	1,2
2	Understand awareness about the Passenger handling in an Airport			U	2,3
Cognitive Level: R-Remember; U-Understanding; Ap-Apply; An-Analyze; E-Evaluate; C-Create					

Module	Course Description	Hrs	CO. No.
1.0	APPLICABILITY	10	
1.1	Definition of Dangerous Goods	2	1
1.2	Course Objective	2	1
1.3	Basis of these Regulations	2	1
1.4	Training Requirements	2	2
1.5	Dangerous Goods Security	2	1
2.0	LIMITATION	12	
2.1	General	1	1
2.2	Forbidden Dangerous Goods	2	1
2.3	Hidden Dangerous Goods	2	1
2.4	Dangerous Goods Carried by Passengers or Crew (Ready Reference)	3	2
2.5	Dangerous Goods in Operators Property	2	1
2.6	State and Operator Variations	2	1
3.0	MARKING AND LABELLING	14	
3.1	Hazard Labels Handling Labels	8	2
3.2	Handling Section	3	2
3.3	Dangerous and Emergency Charts	3	1

Course		Details			
Code		TT18A1006			
Title		SAFETY AND SECURITY SERVICES IN AN AIRPORT			
Degree		B.Voc Travel, Tourism and Logistics Management			
Branch(s)		Tourism and Travel Management			
Year/Semester		Sixth			
Type		Add-on			
Credits		2	Hrs/Week	Hours 6	Total Hours 36
CO No.	Expected Course Outcomes			Cognitive Level	PSO No.
	<i>Upon completion of this course, the students will be able to:</i>				
2	Understand the awareness about safety and security services in an Airport			U	1,2,3,4
Cognitive Level: R-Remember; U-Understanding; Ap-Apply; An-Analyze; E-Evaluate; C-Create					

Module	Course Description	Hrs	CO. No.
1.0	SECURITY 1 - CIVIL AVIATION SECURITY	10	
1.1	Introduction to Civil Aviation Security	1	1
1.2	Airport Security Program	1	1
1.3	Airport Security Authority	2	1
1.4	Preventive Measures	2	2
1.5	Response to Acts of Unlawful Interference	2	2
1.6	Security Vs Facilitation	1	1
1.7	Training Awareness and Requirements	1	1
2.0	AIRPORT OPERATIONS SECURITY PROGRAM	6	
2.1	Programme	2	1
2.2	Control of Operators Premises and Materials	2	1
2.3	Control of Access to Parked Aircrafts	2	1
3.0	SAFETY AND SECURITY	20	

3.1	Definition, Testing, Inspections and Audits	2	2
3.2	Detecting Dangerous People	2	2
3.3	Screening of Checked Luggage	2	1
3.4	Threats to Aeronautical Safety	2	1
3.5	Aerodrome Emergency Response Plans	2	2
3.6	Risk to Human Health and Safety	2	1
3.7	Safety Management System	2	2
3.8	Safety Plans during Maintenance and Construction	2	2
3.9	INSPECTIONS AND AUDIT -Airside Vehicle Operator Training Program-Airside Vehicle Operator Training Requirements (AVOP)	4	1

QUESTION PAPERS

Course Code:

QP Code: UCM_ _ _

**B.Voc Travel, Tourism and Logistics Management End-Semester Examinations
First Semester**

CORE COURSE: Listening and Speaking Skills

Time: Three hours

Maximum Marks: 80

Section A

Answer all questions

(10 x 1 = 10 marks)

(Each question carries 1 mark)

1. Why English is called an unphonetic language?
2. What are suffixes?
3. How many syllables are there in the word 'examination'?
4. What is rising intonation?
5. Identify the word |steias|
6. What is active learning?
7. Mark the intonation-We are buying the property, aren't we?
8. What is syllable?
9. What are short vowels?
10. What is a consonant cluster?

Section B

Answer any eight questions

(8 × 2 = 16 marks)

(Each question carries 2 marks)

11. What is academic listening?
12. What are contracted forms?
13. Write a short note on intonation in commodes
14. Direct a person who seeks the way to railway station.
15. Write 2 expressions of the mild disagreement.
16. Write an email to your friend inviting him to your brother's marriage.
17. List formal greetings.
18. Write 2 expressions asking for permission.
19. What are telephonic skills?
20. What are conversational etiquettes?
21. List some of the words that are mispronounced
22. How far mother-tongue interference hinders your communication?

Section C

Answer any six questions

(6 × 4 = 24 marks)

(Each question carries 4 marks)

23. Write a short note on consonants in English
24. Write a short note on fluency and its importance in speech
25. Distinguish between formal and informal ways of speaking
26. Imagine you are the college chairman. Prepare an agenda of the meeting to be conducted in connection with college day.
27. Your college is organizing an inter-collegiate debate on Use of mobile phones in Campus. Prepare a notice on that as the secretary of debate Club.
28. Write a conversation between you and your friend whom you have seen after a long time in a mall.
29. Introduce yourself in an interview
30. What is note-taking in listening?
31. Write 4 expressions for making requests.

Section D

Answer any two questions

(2 × 15 = 30marks)

(Each question carries 15 marks)

32. What are the barriers to listening? Explain in detail
33. A) You are the Arts Club Secretary. Prepare a vote of thanks on the occasion of Arts Club Inauguration.
B) Write a conversation between you and your principal on the Christmas Day Celebrations.
34. Construct an interview between you, a reporter of a leading newspaper and megastar Mohanlal.
35. Write a discussion with the
 - * Assistant Engineer of KSEB section of your area complaining about the poor supply of electricity.
 - * Write a welcome address to welcome the invitees on a formal occasion

Course Code:

QP Code:

**B.Voc Travel, Tourism and Logistics Management Degree End Semester Examinations
First Semester**

General Education – BUSINESS ENVIRONMENT AND ETHICS

Time: Three hours

Maximum Marks: 80

Section A

Answer all questions.

(10 x 1 = 10 Marks)

(Each question carries 1 mark)

1. List the controllable factor of business environment
2. What are the economic systems prevailing in the world?
3. What is EIA? Discuss the need for EIA
4. Examine the kinds of Legal systems.
5. What do you mean by Environmental scanning?
6. Give two examples of political risk?
7. What Legal environment?
8. How does QWL affect work?
9. What is corporate image?
10. What do you mean by 'code of ethics'?

Section B

Answer any eight questions

(8 x 2 = 16 marks)

(Each question carries 2 marks)

11. Discuss the strategies and changes of sustainable development
12. What are the objectives of environmental analysis?
13. Define micro-environment
14. What is social audit?
15. Enumerate the areas of social responsibility of business
16. State the characteristics of corporate image.
17. Explain the pillars of knowledge economy
18. Explain the major benefits of Work life balance
19. Explain the major assumptions of utilitarianism.
20. Discuss environmental Monitoring
21. Business environment is dynamic. Discuss
22. Define environmental accounting

Section C

Answer any six questions

(6 × 4 = 24 marks)

(Each question carries 4 marks)

23. Point out the deficiencies of EIA
24. What are the limitations of social responsibility?
25. Explain the Life cycle impact Assessment
26. Bring out the imitations of environmental analysis
27. What are the constituents of business environment?
28. “Natural environment is no way affect business” Do you agree? State reasons.
29. Explain the measures for improving QWL
30. Explain the dimensions of CSR
31. Explain the different methods of ethical reasoning

Section D

Answer any two questions

(2 × 15 = 30marks)

(Each question carries 15 marks)

32. Analyze the fourfold role of government in business. Also explain in what respects the role government has been redefined in India after liberalization.
33. Explain in detail the arguments for and against social responsibilities of business.
34. Write an exhaustive note on the factors affecting Business environment and their impact on business.
35. What is KM? Explain the major barriers to knowledge management

□□□□

Course Code:

QP Code: UCM_ _ _

B.Voc Travel, Tourism and Logistics Management Degree End Semester Examinations

First Semester

General Component: BUSINESS STATISTICS I

Time: Three hours

Maximum Marks: 80

Section A

Answer all questions

(10 x 1 = 10 marks)

(Each question carries 1 mark)

1. Statistics is a -----as well as an art
2. The sum of the deviations of X values taken from -----is always zero
3. The square of deviations is called -----
4. A set of observations arranged chronological is called-----
5. Measure of dispersion is called averages of -----order.
6. Which average is determined by drawing a histogram?
7. Give the formula to calculate CV
8. Which average is best for averaging the speed of the vehicle?
9. Which formula is considered to be ideal for constructing weighted index number for price?
10. Give the name of the curve which is more flat topped than the normal curve

Section B

Answer any eight questions

(8 x 2 = 16 marks)

(Each question carries 2 marks)

11. What is meant by trend?
12. What is skewness?
13. Define standard deviation
14. What is Kurtosis?
15. "Index numbers are called economic barometers" why?
16. What is cost of living index number?
17. Give any two uses of moments
18. What do you mean by dispersion?
19. Give definition of statistics in plural sense
20. What is an ogive?
21. State the empirical relationship among mean mode and median.
22. Why averages are called measures of central tendencies?

Section C

Answer any six questions

6 × 4 = 24 marks)

(Each question carries 4 marks)

23. Calculate geometric mean of the following series.

57.5, 87.75, 53.5, 73.5, 81.75

24. The following are the annual profits in thousands of Rupees in a certain business.

Year: 2002 2003 2004 2005 2006 2007 2008

Profit: 60 72 75 65 80 85 95

Using the method of least squares fit a straight line to the above data. Also make an estimate of profit in 2009. estimate the trend value for a year.

25. From the following series of annual data find the trend values by using 3 yearly moving averages

Year: 1999 2000 2001 2002 2003 2004 2005 2006 2007 2008

Value: 170 231 261 264 278 302 289 287 340 273

26. Find Karl Pearson's Coefficient of skewness:

Wages: 70-80 80-90 90-100 100-110 110-120 10-130 130-140 140-150

No. of Persons: 12 18 35 420 50 45 20 8

27. Calculate first four moments about mean from the following distribution

X: 1 2 3 4 5 6 7

F: 1 6 15 20 15 6 1

28. Explain the steps involved in the construction of index number.

29. Explain the scope of time series analysis

30. What is mean deviation? What are its merits and demerits?

31. How do you test whether a distribution is skewed or not?

Section D

Answer any two questions

(2 × 15 = 30marks)

(Each question carries 15 marks)

32. Two automatic filling Machines A and B are used to fill coffee 200 grams. A random sample of 100 packets on each machine showed the following

Coffee contents Machine **A** Machine **B**

(In grams)

185-190 12 10

190-195 18 15

195-200 20 24

200-205 22 20

205-210 24 19

210-215 4 12

Comment on the performance of two machines on the basis of average filling and dispersion.

33. From the following find out Laspeyres's, Paasche's and Fisher's Ideal index number. Also prove that time reversal and factor reversal test are satisfied in Fisher's formula

Commodity	Price		Quantity	
	2004	2005	2005	2004
A	10	15	20	18
B	20	20	10	8
C	8	10	14	12
D	5	8	8	10

34. Explain the components of time series.

35. Define Statistics. Explain the function and applications of statistics.

□□□□

Course Code:

QP Code: UCM_ _ _

B.Voc Travel, Tourism and Logistics Management Degree End Semester Examinations

First Semester

Skill Component: PRINCIPLES AND PRACTICES OF TOURISM I

Time: Three hours

Maximum Marks: 80

Section A

Answer all questions

(10 x 1 = 10 marks)

(Each question carries 1 mark)

1. Define Tourism.
2. What is Social tourism?
3. Expand IATA and VISA
4. Who is a same day visitor?
5. Which place of Kerala is called Venice of the east?
6. What VFR Tourism?
7. What is diplomatic Passport?
8. Tourism caption of India.....
9. Who is a foreign tourist?
10. What do you mean by the term “ Accessibility in Tourism”

Section B

Answer any eight questions

(8 x 2 = 16 marks)

(Each question carries 2 marks)

11. Difference between leisure and recreation with example
12. Features of secondary accommodation units.
13. Difference between travel agency and tour operation
14. 3As of tourist attraction.
15. Explain the features of home-stay
16. Major functions of WTO
17. Which are the major factors affecting the selection of transportation?
18. What is full-board of hotel?
19. Mention two important tourism trains in India.
20. What are ferries?
21. When was IATA formed?
22. What is Pipeline transportation?

Section C

Answer any six questions

(6 × 4 = 24 marks)

(Each question carries 4 marks)

23. Explain various modes of water transportation mediums.
24. Write a note on Rail transportation?
25. Explain the major components of Tourism.
26. Distinguish between Hotel and Resorts.
27. Explain the details of 4As of tourism.
28. Major function of Travel agency
29. Explain the role of intermediaries of tourism.
30. Explain the importance of transportation in the development of tourism.
31. Explain the roles of NTOs.

Section D

Answer any two questions

(2 × 15 = 30marks)

(Each question carries 15 marks)

32. Explain the features of various means of transportations.
33. Explain the major classifications of tourism
34. Explain the major divisions' of accommodation units.
35. Explain the importance of tourism organizations promoting Tourism in worldwide.

Course Code:

QP Code: UCM_ _ _

B.Voc Travel, Tourism and Logistics Management End-Semester Examinations

First Semester

Skill Component: TOURISM PRODUCTS

Time: Three hours

Maximum Marks: 80

Section A

Answer all questions

(10 x 1 = 10 marks)

(Each question carries 1 mark)

1. In which Back water is Nehru Trophy Boat race conducted.
2. Give an example 2 important handicraft items in Kerala.
3. What is paragliding?
4. What are bow instruments?
5. Where is Hogaenakkal water fall located?
6. Kuchipudi is originated from the state
7. Taj Mahal was constructed during the region of.....emperor
8. Kaliyattam is more famously knowing as
9. Which dance form is known as “ Total theater of Indian Classic dance”
10. Which are the two major classical dance forms of Kerala?

SectionB

Answer any eight questions

(8 x 2 = 16 marks)

(Each question carries 2 marks)

11. Write a Note on Kerala Kalamandalam.
12. Define Tourism product.
13. What is the difference between Gallery and Museum?
14. Write a note on Aranmula Mirror
15. Give an example of 4 heritage places in India and gives their locations.
16. Name any two categories of boats participating in kerala traditional boat race?
17. Name any four Percussion instruments and their locations in India.
18. Give an example of eight pilgrim centers in India and their locations in South India.
19. Mention the features of wild life tourism
20. Name four wildlife sanctuaries and their locations in kerala?
21. List out any 4 adventurous tourism activities in India
22. What do you mean by Performing Arts?

Section C

Answer any six questions

(6 × 4 = 24 marks)

(Each question carries 4 marks)

23. What is the forest wealth of India?
24. Explain the seasonality of tourism in Kerala.
25. Explain the differences between wildlife sanctuaries and national parks with example.
26. What is tourism product and explain their characteristics?
27. Differences between classical dance and folkdance with example.
28. Explain the potentials of beach tourism in Kerala.
29. Discusses the importance of cultural products in Indian Tourism.
30. Give an account of adventures tourism in India and explain the various classifications.
31. Classification of India Schools of Music.

Section D

Answer any two questions

(2 × 15 = 30marks)

(Each question carries 15 marks)

32. Define, explain and classify tourism products, add a note on culture as a tourism product of Kerala.
33. “India is a land of all seasons and reasons”. Comment on it
34. Tourism products have a significant role in contributing the economic scenario of a country. Discuss.
35. What share contributed to the cultural and traditional development of India by the inhabitants of hill stations and tribal community?

□□□□

Course Code:

QP Code: UCM_ _ _

B.Voc Travel, Tourism and Logistics Management End-Semester Examinations

First Semester

Skill Component: TRAVEL GEOGRAPHY

Time: Three hours

Maximum Marks: 80

Section A

Answer all questions

(10 x 1 = 10 marks)

(Each question carries 1 mark)

1. Define geography
2. What is map
3. Expand GIS and GPS
4. Which type of journey is referred to as "Open-Jaw"
5. Name the Currency of South Africa.
6. Who is transit passenger?
7. Name the airport Code of Kathmandu.
8. CPH is the three letter code of which city
9. Name the airline code of Bahrain Air.
10. Mention the two name of Countries comes under TC1

Section B

Answer any eight questions

(8 × 2 = 16 marks)

(Each question carries 2 marks)

11. What is Topography?
12. What is Tourism map?
13. Which are the major time zonal
14. Name any 4 countries comes under the geographical division of Asia-Pacific Region.
15. Who is deported passenger?
16. Mentioned the important components of map
17. What do you mean by Physical map?
18. What is the currency of Israel and Iran?
19. List out the most popular tourist attractions in America.
20. Decode the following
21. CIB, MBA, SHJ, and CPH
22. Name the City Codes
 1. DGB
 2. LHR

3. COK
4. MBA

Section C

Answer any six questions

(6 × 4 = 24 marks)

(Each question carries 4 marks)

23. Flight 'X' departs Manila/ Philippines at 0430 hrs. (local time) on 06 Feb. It arrives Paris airport at 1230 hrs. (local time), calculate actual flying time for this journey.
24. Explain the Geographical attractions of Srilanka, and Thailand
25. Give a a/c of tourism topography of Nepal
26. List out the major Tourist place in (Minimum 4) following countries
 - a. Egypt
 - b. UAE
 - c. Italy
 - d. India
27. Explain the major geographical determinants of tourism in Asia.
28. Briefly explain the concept time zone and its classifications
29. List out the City codes and Airport codes of following

Sharjah, Cochin, Lahore, Heathrow, Hyderabad, Delhi, Narita, and Chennai.
30. Explain various types of journeys
31. What are the tourism disparities of UK and UAE?

Section D

Answer any two questions

(2 × 15 = 30marks)

(Each question carries 15 marks)

32. Define the impacts of open sky policy in the growth of International Air travel.
33. Illustrate the details tourism potentials of an Asian Countries.
34. The local time in Copenhagen, Denmark is 1315hrs on 20th July. what is the local time and date in Colombo, Sri Lanka
35. Refer to the map to accompanying below and mark the following countries with their Capitals.
Libya, Sudan, Uganda, Egypt, Ghana, Zimbabwe and Cameroon

□□□□

Course Code:

QP Code: UCM_ _ _

**B.Voc Travel, Tourism and Logistics Management End-Semester Examinations
Second Semester**

General Component: READING AND WRITING SKILLS

Time: Three hours

Maximum Marks: 80

Section A

Answer all questions

(10 x 1 = 10 marks)

(Each question carries 1 mark)

1. Correct the sentence – He jumped on his horse and rode off.
2. What is editing?
3. Use correct verb forms
I – (live) in Kottayam
4. One of my teachers – (Be) an Anglo Indian
5. What is writing skill?
6. Pick out the correct spelling – que , queue
7. What is proof reading?
8. What is drafting?
9. yes or no questions are normally spoken in _____tone
10. Differentiate interactional and transactional forms of communication.

Section B

Answer any eight questions

(8 x 2 = 16 marks)

(Each question carries 2 marks)

11. Re arrange the sentences
 - Egyptians / the ancient/ securely/ inside pyramids/the mummies/buried
 - Dried out bodies / wrapped / in linen bandages/ were
12. Complete the following conversation
Radha: Seetha, where have you been last week?
Seetha: Radha, I have been to the new college in Delhi (four more sentences to be spoken by each)
13. What are the elements of business writing?
14. What are the main ideas proposed by Francis Bacon on learning?
15. Write a paragraph about your village?
16. What is the main theme of ‘the story of an hour’?
17. Differentiate skimming and scanning with examples.

18. Suppose you are coach write a dialogue that took place among your team members before the match.
19. "My thoughts are with the dead, with them
I live in long past years" - Explain
20. Write an email to your friend inviting him on your brother's wedding.
21. You are the arts club secretary of your college. Prepare the minutes of last meeting conducted
22. Write a short conversation between a taxi driver and his passenger.

Section C

Answer any six questions

(6 × 4 = 24 marks)

(Each question carries 4 marks)

23. Differentiate extensive and intensive reading
23. Your College is organizing an inter college debate on 'abuse on environment' write a notice giving necessary details
24. Why does Mrs Mallard die at the end of 'the story of an hour'?
25. Write a letter to the editor of a leading newspaper about the nuisance created by the stray dogs on the road during the busy hours of the day.
26. Punctuate the sentences.
- Mother had to go into hospital she had heart problem
 - Did you understand why I was upset
 - It is a fine idea let us hope that it is going to work
 - We will be arriving on Monday morning at least I think so
27. Prepare a CV and cover letter for the post of Administrative officer in XYZ Company, Thrissur.
28. What is the irony in the title of the poem 'Don't Go into the Library'?
29. Edit the letter
- I hope that you study well for your examination. Here I give a few hints about how to preparing well for it . First of all get all the related material of your subjects. After read a few pages, close the book. Repeat the same at your mind. Divide that in points at mental level. This way you may not forget. Then read the questions of earlier years. Practice them a practice has made a man perfect.
30. What is the central idea of the poem 'scholar'?

Section D

Answer any two questions

(2 × 15 = 30marks)

(Each question carries 15 marks)

32. Write a speech on the topic modern gadgets have made us slaves to machines

33. While reading the newspaper, you came across the following news item

Travelling as part of Education

Travelling exercises broadening influence upon human intellect. It helps us form an impartial and detached view about ourselves. It encourages a sense of enterprise, action and adventure. It enables contact with nature which uplifts and purifies our mind.

Based on the information given use your own ideas and write an article on the topic

34. Write an Essay stating your views on what you think terrorism will do to the world

35. Read the following passage carefully and answer the question that follows each:

If ever there was a man who took a total view of life and who devoted himself to the service of mankind, it was certainly Gandhiji. If his pattern of thinking was *sustained* by faith and the *lofty* ideals of service, his actions and actual teachings were always influenced by considerations at once moral and *eminently* practical. Throughout his career as a public leader extending over nearly sixty long years, he never allowed *exigencies* to shape his views. In other words, he never allowed himself to use wrong means to attain the right ends. His *punctiliousness* in the choice of means was so great that even the achievement of the end was *subordinated* to the nature of the means used, because he believed that the right end could not be achieved by wrong means and what could be achieved by the use of wrong means would be only a *distortion* of the right end. His method constituted a soul stirring *assertion* of man's *abiding* trust in man, of the belief that the sense of morality is *inherent* in the spiritual equipment of human beings. The freedom of the concept cannot be attained through mere scientific and technological advancement and *decrees*, nor can it be had through mere scientific and technological advancement. A society, to be really free has to be organized for freedom and that organization has to be started with the individual himself. To the extent that the Indian national life remains inspired by and patterned after his ideas, it will continue to be a source of *inspiration*.

Questions

1. What is inspired by Gandhi's ideas?
2. What for was Gandhi's belief?
3. What faith did Gandhi have about man?
4. How was freedom to be attained as per Gandhi?
5. Find a word from the passage which means 'obtained'

Course Code:

QP Code: UCM_ _ _

**B.Voc Travel, Tourism and Logistics Management End-Semester Examinations
Second Semester**

General Component: Principles of Management

Time: Three hours

Maximum Marks: 80

Section A

Answer all questions

(10 x 1 = 10 marks)

(Each question carries 1 mark)

1. What is Management?
2. What is Single Use Plans?
3. Define MBO
4. Explain Unity of Command.
5. What is Recruitment
6. Who is a free-rein-leader?
7. Define Span of Control
8. What is Accountability?
9. What do you mean by Informal organization?
10. What do you mean by Kaizen?

Section B

Answer any eight questions

(8 x 2 = 16 marks)

(Each question carries 2 marks)

11. Distinguish between Cooperation and Co-ordination.
12. What is planning? Classify planning on the basis of the periods of plans.
13. Explain the need for Management principles.
14. What are the steps in the process of organization
15. Explain trait and Situation Theory of leadership
16. What is Knowledge Management?
17. What are the limitations of control?
18. List various benefits of motivation
19. What are the characteristics of MIS?
20. Explain the importance of staffing
21. What are the qualities of a good supervisor?
22. List different styles of Leadership

Section C

Answer any six questions

(6 x 4 = 24 marks)

(Each question carries 4 marks)

23. Discuss the functions of Quality Circles in Business
24. Explain the nature of Management Principles

25. Distinguish line organization from line and Staff organization
26. What is BPR?
27. Explain the hygiene theory of Herzberg.
28. Management is a science. Discuss
29. What are the features MBO
30. Explain the contribution F. W, Taylor in scientific Management
31. Bring out the implications of Likert's system 4 type leadership styles

Section D

Answer any two questions

(2 × 15 = 30marks)

(Each question carries 15 marks)

32. Explain briefly the important functions of management
33. What is Principles of Management? Explain Fayol's Principles of Management.
34. Define Motivation. Discuss clearly the hierarchy of Needs Theory of Abraham Maslow
35. What is Control? Explain the Control Process and list of out the Techniques of Control

□□□□

Course Code:

QP Code: UCM_ _ _

**B.Voc Travel, Tourism and Logistics Management End-Semester Examinations
Second Semester**

General Component: BUSINESS STATISTICS II

Time: Three hours

Maximum Marks: 80

Section A

Answer all questions

(10 x 1 = 10 marks)

(Each question carries 1 mark)

1. A scientific study is always -----
2. The process by which the data are organized into class and numerals or symbols is called -----
3. When a hypothesis relates to the cause and effect relationship of a phenomenon is called-----
4. What is the possibility of secreting a boy from a class containing 3 girls and 4 boys?
5. Research is directed towards the solution of a -----
6. -----is a plan of action which is to be carried out in connection with a proposed research.
7. -----is a method of collecting data from every individual of the population
8. A set of a possible outcomes from an experiment is called-----
9. Define research
- 10.State addition theorem of probability.

SectionB

Answer any eight questions

(8 × 2 = 16 marks)

(Each question carries 2 marks)

- 11.Mention the objectives of Research
- 12.Distinguish between type one error and type two errors/
- 13.What is non-parametric test?
- 14.Differentiate between dependent event and independent event.
- 15.State concurrent deviation method from correlation.
- 16.What is ex-post research?
- 17.Define regression analysis
- 18.Explain standard error in testing of hypothesis
- 19.What is degree of freedom?
- 20.What is a research report?
- 21.What are the characteristics of a good hypothesis?
- 22.What is perfect correlation?

Section C

Answer any six questions

(6 × 4 = 24 marks)

(Each question carries 4 marks)

23. Bring out the difference between regression and correlation
24. What is a research problem? Explain the techniques of defining a research problem
25. What are the essential qualities of a good sample?
26. List out the various methods used for collection of primary data
27. Is there any correlation between x and y
X: 200 270 340 310 400
Y: 150 162 170 180 180
28. A bag contains 4 white 2 black 3 yellow and 3 red balls what is the probability of getting a white or red ball in random from a single draw of one
29. What do you mean by testing of hypothesis? Explain the procedure
30. Distinguish between primary data and secondary data
31. The probability of a football team winning a match at Jaipur $\frac{6}{7}$ and losing the match at Delhi in $\frac{3}{5}$. What is the probability of the team winning at least one match

Section D

Answer any two questions

(2 × 15 = 30marks)

(Each question carries 15 marks)

32. Briefly explain probability and non-probability sampling techniques
33. What is research? explain briefly the various types of research
34. Compute coefficient of correlation for the following data through Karl Pearson's coefficient of correlation method
X: 25 35 45 52 20 33 40 30
Y: 20 15 10 14 23 18 22 30
35. The number of accidents during a week in Chennai were as follows
Days: sun mon tue wed Thur fri sat
Frequency: 16 24 28 32 18 28 22

Course Code:

QP Code: UCM_ _ _

**B.Voc Travel, Tourism and Logistics Management End-Semester Examinations
Second Semester**

Skill Component: TOURISM GUIDING AND ESCORTING

Time: Three hours

Maximum Marks: 80

Section A

Answer all questions

(10 x 1 = 10 marks)

(Each question carries 1 mark)

1. What is escorted tour?
2. What do you mean by Itinerary?
3. Meaning of FAM trip.
4. Name the headquarters of TAAI
5. What is tourist information manual?
6. Expand FIT and GIT
7. GSA, what does it mean?
8. Give an example of Tourism services.
9. What is cultural Tourism?
10. Who is eco guide?

Section B

Answer any eight questions

(8 x 2 = 16 marks)

(Each question carries 2 marks)

11. Write a note Tourism Information Manual
12. What do you mean by incentive travel?
13. Mention the term Inclusive travel.
14. List out the major characteristic features of Tourist guide.
15. Explain the term tour planning
16. What is ethnic tour
17. Define tourism?
18. What is incentives tour?
19. Briefly explain wanderlust.
20. List out the features of Responsible tourism
21. Explain the various method of measurement of tourism .

Section C

Answer any six questions

(6 x 4 = 24 marks)

(Each question carries 4 marks)

22. Explain the emerging trends of tourism in India.
23. What do you mean by package tour and its components?

24. Explain the major guiding techniques.
25. Distinguish between tour escort and tour guide.
26. How, tourist guide handled the emergency situations in a tour?
27. Prepare an itinerary for one day trip conducting in Kerala.
28. Explain the role of intermediaries of tourism.
29. "Tourist guide is interpreter of the destination" comment on it.
30. Explain the various stages of Tourism planning
31. How does tourism influence social relations and international understanding?

Section D

Answer any two questions

(2 × 15 = 30marks)

(Each question carries 15 marks)

32. Explain the duties, responsibilities and characteristics skills of a good tourist guide.
33. Guides and tour escorts are essential features in promoting cultural tourism analyze this statement.
34. Explain the importance of communication and interpersonal skills for tourist guide.
35. Give an account of Itinerary presentation of Tourist guide.

□□□□

Course Code:

QP Code: UCM_ _ _

**B.Voc Travel, Tourism and Logistics Management End-Semester Examinations
Second Semester**

Skill Component: AIR FARES AND TICKETING WITH GDS

Time: Three hours

Maximum Marks: 80

Section A

Answer all questions

(10 x 1 = 10 marks)

(Each question carries 1 mark)

1. Who is the central minister of aviation in India?
2. Where is the headquarters of ICAO located?
3. Expand DGR?
4. Name any four CRS/GDS providers.
5. Where is the headquarters of IATA located?
6. In which year Warsaw convention was Held?
7. Which freedom is known as Beyond Right?
8. Treaty on open sky was held in.
9. Give an example of Aviation services.
10. What is Air fare?

Section B

Answer any eight questions

(8 x 2 = 16 marks)

(Each question carries 2 marks)

11. What is e-ticketing?
12. What do you mean by what is the currency of Italy?
13. Who is deported passengers?
14. What is circle trip?
15. Explain the term itinerary
16. What is CRS?
17. Explain the term PNR
18. Define stand by passenger?
19. Examples of two low cost airlines in Europe.
20. Define MCO.
21. Expand CIAL.
22. What is interline service?

Section C

Answer any six questions

(6 x 4 = 24 marks)

(Each question carries 4 marks)

23. Explain the difference between diplomatic and official passport.
24. Define activities of BSP

25. Explain the term PTA
26. Distinguish between circle trip and round trip with suitable example
27. Explain various types of journeys
28. Which are the major types of fares?
29. Explain one GDS most widely used for ticketing.
30. Explain the term global indicators.
31. Give an account of various types of tickets.
32. Which are the major types of passport?

Section D

Answer any two questions

(2 × 15 = 30marks)

(Each question carries 15 marks)

33. Explain the various rules and regulations of international journeys.
34. What is e- ticketing and explain the various steps involved in the process of Ticketing.
35. Explain the concept CRS and list out the steps creating Passenger name record.
36. Explain the role of GDS in Ticket reservation system.

□ □ □ □

Course Code:

QP Code: UCM_ _ _

B.Voc Travel, Tourism and Logistics Management End-Semester Examinations

Second Semester

Skill Component: MICE TOURISM

Time: Three hours

Maximum Marks: 80

Section A

Answer all questions

(10 x 1 = 10 marks)

(Each question carries 1 mark)

1. Define an Event
2. Mention two important cultural festivals in India.
3. What is Business tourism?
4. What is trade fair?
5. What do you mean by cultural fair?
6. Define meeting.
7. What is “congress”?
8. Name any two government agencies connected with MICE tourism development in Kerala?
9. Salarjung Museum is located at.....
10. Name two important international Sporting events.

Section B

Answer any eight questions

(8 x 2 = 16 marks)

(Each question carries 2 marks)

11. What is trade fair?
12. What do you mean by cultural fair?
13. What are Hallmark event?
14. What do you mean by event planning?
15. Mention the term Workshop.
16. What is Exhibition?
17. What is trade expo?
18. What is ICPB?
19. Who is a meeting planner?
20. Two or more speakers stating their view points is known as.....
21. Give a few examples of community events.
22. Define incentives.

Section C

Answer any six questions

(6 × 4 = 24 marks)

(Each question carries 4 marks)

23. Explain types of Museums.
24. Write a note on one important trade fairs in India.
25. Explain the components of MICE.
26. Explain the components of an event design.
27. Explain the concept of trade fair and give the details of benefits and risks.
28. How can we create trade exhibition mention the important stages?
29. Explain the characteristics features of MICE Tourism
30. Which are the major classes of Conference and Meetings?
31. Why events are called experimental marketing?

Section D

Answer any two questions

(2 × 15 = 30marks)

(Each question carries 15 marks)

32. Give an account of classification of MICE Tourism Product
33. Explain the various types of Host facilities for conducting in Events/Exhibitions/Conventions.
34. Write an essay on different stages involved in planning and development of Events/Convention
35. Give detailed account of On-site management requirements for events/conference.

□□□□

Course Code:

QP Code: UCM_ _ _

B.Voc Travel, Tourism and Logistics Management End-Semester Examinations

Third Semester

General Component: BUSINESS LAW

Time: Three hours

Maximum Marks: 80

Section A

Answer all questions

(10 x 1 = 10 marks)

(Each question carries 1 mark)

1. Define a Contract
2. What is general offer?
3. Explain misrepresentation
4. What is unlawful agreement?
5. Explain the term particular lien
6. Who is a universal agent?
7. What are symbolic goods?
8. What is waiver?
9. What is pledge
10. Define Consideration

Section B

Answer any eight questions

(8 x 2 = 16 marks)

(Each question carries 2 marks)

11. Define cross offer and counter offer.
12. What is communication ad revocation of acceptance
13. What are the different types of mistake
14. What are the duties of bailor?
15. Explain the rights of an unpaid seller.
16. How agency by ratification takes place?
17. What is meant by executory consideration?
18. Who is surety?
19. What are the different types of 'goods' in sale of Goods Act?
20. What are the different types of damages?
21. What Caveat Emptor?
22. Law of contracts is the law of law obligations. explain

Section C

Answer any six questions

(6 x 4 = 24 marks)

(Each question carries 4 marks)

23. Distinguish between pledge from bailment
24. Explain the rights and duties of an agent.
25. Distinguish between conditions and warranties
26. What is genera lien and particular lien? Differentiate with examples
27. Consideration need not be adequate. explain
28. Define acceptance. Explain the essential elements of valid acceptance
29. Explain the different modes by which bailment may be terminated
30. Can an unpaid seer claim lien for godown charges for keeping the goods, does he lose the right of lien?
31. Can the remainder of the goods be stopped in transit when a part delivery has been made?

Section D

Answer any two questions

(2 × 15 = 30marks)

(Each question carries 15 marks)

32. What is a Contract of Sale? What are the essentials for a valid contract of sale?
33. Explain the nature and extent of surety's liabilities. Explain the different methods by which of the surety is discharged.
34. Define the term 'coercion'. Explain the essentials and legal rules for a valid coercion
35. State and Explain the various rights available to an unpaid seller under the Sale of Goods Act 1930

□□□□

Course Code:

QP Code: UCM_ _ _

B.Voc Travel, Tourism and Logistics Management End-Semester Examinations

Third Semester

General Component: FINANCIAL ACCOUNTING

Time: Three hours

Maximum Marks: 80

Section A

Answer all questions

(10 x 1 = 10 marks)

(Each question carries 1 mark)

1. What is accrued income?
2. What does AS-2 stand for?
3. What do you mean by double entry system?
4. What is a Bank Reconciliation Statement?
5. What is Ledger?
6. What is a Trial Balance?
7. State the methods of charging depreciation
8. When should be a revenue recognized?
9. What is Book-Keeping?
10. How to record GST is paid on purchases in the books of accounts?

Section B

Answer any eight questions

(8 x 2 = 16 marks)

(Each question carries 2 marks)

11. Explain the system of accounting
12. What is Accounting Conventions?
13. What is an Accounting Cycle?
14. What are the various types of Accounts? State examples.
15. What is Contra Entry? State an example?
16. What is Accounting Standards?
17. What is Source Document?
18. What is a suspense account?
19. What are the various subsidiary Books?
20. What do you mean by grouping and marshalling of Assets and liabilities?
21. What is the adjustment entry for interest on drawings?
22. Calculate profit or loss during the year ; Capital at the beginning — 26,800, Capital at the end Rs. 37,000, Drawings during the period Rs.6,400, Additional capital brought during the year- Rs.4,800

Section C

Answer any six questions

(6 x 4 = 24 marks)

(Each question carries 4 marks)

23. Distinguish between Book keeping and Accounting.
24. Give a specimen of Purchase book
25. What do you understand by 'special Purpose subsidiary books'
26. Explain the need for Bank Reconciliation Statement
27. State the golden rules of Accounting? Explain with examples
28. Distinguish Between a Journal and Ledger.
29. Write the classification of assets.
30. On 1st July, 2008 a company purchased a machine for Rs 3,90,000 and spent Rs 10,000 on its installation. It decided to provide depreciation @ 15% per annum, using written down value method. On 30th November, 2011 the machine was dismantled at a cost of Rs 5,000 and then sold for Rs 1,00,000. On 1st December, 2011 the company acquired and put into operation a new machine at a total cost of Rs 7,60,000. Depreciation was provided on the new machine on the same basis as had been used in the case of the earlier machine. The company closes its books of account every year on 31st March. Prepare Machinery Account and Depreciation Account for four accounting years ended 31st March. 2012
31. Journalize
 1. Started Business with cash Rs 10000.
 2. Deposited into Bank 50000
 3. Purchase Goods costing Rs 20000 form Shyam
 4. Sold goods to Mohan Rs 25000

Section D

Answer any two questions

(2 × 15 = 30marks)

(Each question carries 15 marks)

32. What is a Contra entry? How do you deal with contra entry while preparing double column cash book. Give examples.
33. A) What are Accounting Principles? Explain with examples.
B) State the difference between capital expenditure revenue expenditure and deferred revenue expenditure.
34. From the following particulars prepare a Bank Reconciliation Statement to find out the causes of difference in two balances as on August 31st, 2016 for Four Star (Pvt.) Ltd.
 - (i)** Bank Overdraft as per Bank Statement 17,000
 - (ii)** Check issued but not encashed during the August 2,200
 - (iii)** Dividends on shares collected by banker 2,300
 - (iv)** Interest charged by the bank recorded twice in the Cash Book 500
 - (v)** Check deposited as per Bank Statement not entered in Cash Book 3,400

(vi) Credit side of the Bank column in Cash Book cast short 1,000

(vii) Clubs dues paid by bank as per standing instruction not recorded in Cash Book 1,200

(viii) Uncredited check due to outstation 3,900

35. The following trial balance have been taken out from the books of XYZ as on 31st December, 2018.

	Dr.	Cr.
Plant and Machinery	100,000	
Opening stock	60,000	
Purchases	160,000	
Building	170,000	
Carriage inward	3,400	
Carriage outward	5,000	
Wages	32,000	
Sundry debtors	100,000	
Salaries	24,000	
Furniture	36,000	
Trade expense	12,000	
Discount on sales	1,900	
Advertisement	5,000	
Bad debts	1,800	
Drawings	10,000	
Bills receivable	50,000	
Insurance	4,400	
Bank balances	20,000	

Sales		480,000
Interest received		2,000
Sundry creditors		40,000
Bank loan		100,000
Discount on purchases		2,000
Capital		171,500
	—————	—————
	795,500	795,500
	—————	—————

Closing stock is valued at Rs 90,000

Prepare the trading and profit and loss account of the business for the year ended 31.12.2018 and a balance sheet as at that date.

Course Code:

QP Code: UCM_ _ _

**B.Voc Travel, Tourism and Logistics Management End-Semester Examinations
Third Semester**

General Component: SOCIAL SKILL

Time: Three hours

Maximum Marks: 80

Section A

Answer all questions

(10 x 1 = 10 marks)

(Each question carries 1 mark)

1. Why English is called an unphonetic language?
2. What are suffixes?
3. How many syllables are there in the word 'examination'?
4. What is rising intonation?
5. Identify the word |steias|
6. What is active learning?
7. Mark the intonation-We are buying the property, aren't we?
8. What is syllable?
9. What are short vowels?
10. What is a consonant cluster?

Section B

Answer any eight questions

(8 x 2 = 16 marks)

(Each question carries 2 marks)

11. What is academic listening?
12. What are contracted forms?
13. Write a short note on intonation in commodes
14. Direct a person who seeks the way to railway station.
15. Write 2 expressions of the mild disagreement.
16. Write an email to your friend inviting him to your brother's marriage.
17. List formal greetings.
18. Write 2 expressions asking for permission.
19. What are telephonic skills?
20. What are conversational etiquettes?
21. List some of the words that are mispronounced
22. How far mother-tongue interference hinders your communication.

Section C

Answer any six questions

(6 × 4 = 24 marks)

(Each question carries 4 marks)

23. Write a short note on consonants in English
24. Write a short note on fluency and its importance in speech
25. Distinguish between formal and informal ways of speaking
26. Imagine you are the college chairman. Prepare an agenda of the meeting to be conducted in connection with college day.
27. Your college is organizing an inter-collegiate debate on Use of mobile phones in Campus. Prepare a notice on that as the secretary of debate Club.
28. Write a conversation between you and your friend whom you have seen after a long time in a mall.
29. Introduce yourself in an interview
30. What is note-taking in listening?
31. Write 4 expressions for making requests.

Section D

Answer any two questions

(2 × 15 = 30marks)

(Each question carries 15 marks)

32. What are the barriers to listening? Explain in detail
33. A) You are the Arts Club Secretary. Prepare a vote of thanks on the occasion of Arts Club Inauguration.
B) Write a conversation between you and your principal on the Christmas Day Celebrations.
34. Construct an interview between you, a reporter of a leading newspaper and megastar Mohanlal.
35. Write a discussion with the
 - * Assistant Engineer of KSEB section of your area complaining about the poor supply of electricity.
 - * Write a welcome address to welcome the invitees on a formal occasion

□□□□

Course Code:

QP Code: UCM_ _ _

**B.Voc Travel, Tourism and Logistics Management End-Semester Examinations
Third Semester**

Skill Component: TRAVEL AGENCY AND TOUR OPERATION MANAGEMNET

Time: Three hours

Maximum Marks: 80

Section A

Answer all questions

(10 x 1 = 10 marks)

(Each question carries 1 mark)

1. Who is the founder of the first travel agency and inventor of the chartered tour?
2. What do you call the location where a rental car will be obtained?
3. Expand PNR
4. Which is the first segment in an Itinerary?
5. What is BSP?
6. Define specialized Tour operator.
7. Who is Travel Wholesalers?
8. What do you mean by tour escort?
9. Expand PTA
10. Which is known as on the way accommodation unit?

Section B

Answer any eight questions

(8 x 2 = 16 marks)

(Each question carries 2 marks)

11. What is chartered flight
12. Define Passport.
13. Who is GSA?
14. What is CRS?
15. Who is tour guide?
16. What do you understand by Free Independent Traveller?
17. What is market Research?
18. Explain the term tour costing
19. What is online reservation?
20. What is MICE tourism?
21. What do you mean by “ all inclusive travel”

22. What is CDC

Section C

Answer any six questions

(6 × 4 = 24 marks)

(Each question carries 4 marks)

23. What are the major functions of the travel agency?
24. Examine the nature of Tour operation.
25. Discusses the responsibilities of tour manager.
26. What are the main sources of income to a travel agency?
27. Discusses the role of IT in travel agency business.
28. List out the responsibilities of tour guide
29. What are the components of destination?
30. Explain the various products of travel agency.
31. Explain the procedure for setting-up of a travel agency.

Section D

Answer any two questions

(2 × 15 = 30marks)

(Each question carries 15 marks)

32. Discusses the role of information technology in promoting tourism.
33. Explain the major linkages of travel agency.
34. Explain the role of tour operators in promoting outbound tourism from India.
35. Explain the organizational structure of travel agency.

Course Code:

QP Code: UCM_ _ _

**B.Voc Travel, Tourism and Logistics Management End-Semester Examinations
Third Semester**

Skill Component: TOUR PACKAGING

Time: Three hours

Maximum Marks: 80

Section A

Answer all questions

(10 x 1 = 10 marks)

(Each question carries 1 mark)

1. What is package tour?
2. What is an Itinerary?
3. Expand FIT and GIT
4. Who is tour retailers?
5. What is GDS
6. Define specialized Tour operator.
7. Give the name of internationally accepted tour operation companies.
8. What do you mean by tour escort?
9. Who is transit tourist?
10. Define tour costing

Section B

Answer any eight questions

(8 x 2 = 16 marks)

(Each question carries 2 marks)

11. What are the differences between chartered & scheduled flights?
12. What is VISA?
13. What is Bill settlement plan
14. Examine the nature of tour packaging.
15. What are the steps involved in the itinerary preparation?
16. What do you understand by Free Independent Traveller?
17. Who is tour manager?
18. What do you mean by Pricing of a Tour?
19. How inbound tour operator differ from outbound tour operator?
20. What do you mean by “ all inclusive travel”
21. What is tour brochure?

Section C

Answer any six questions

(6 × 4 = 24 marks)

(Each question carries 4 marks)

22. What are the major functions of tour Operation Company?
23. Examine the nature of Tour operation.
24. Discusses the responsibilities of tour operator.
25. What are the main sources of income to a travel agency?
26. Briefly explain the accounting practicing in a travel agency or tour operation company.
27. List out the responsibilities of tour guide
28. What are the components of package tour creation?
29. Explain the various products of tour Operation Company.
30. Which are the factors affecting the costing of tour package?
31. Which are the major factors considering the creation of package tour?

Section D

Answer any two questions

(2 × 15 = 30marks)

(Each question carries 15 marks)

32. What is tour itinerary? Examine the role of reference tool in preparing itinerary.
33. What is the role of travel agencies and tour operation companies for the promotion of Tourism?
34. Prepare 13ninghts-14 day's detailed itinerary for a group of 40 college students in India.
35. Explain the internal and external factors affecting the tour operation business

□□□□

Course Code:

QP Code: UCM_ _ _

**B.Voc Travel, Tourism and Logistics Management End-Semester Examinations
Third Semester**

Skill Component: TRANSPORTATION MANAGEMENT

Time: Three hours

Maximum Marks: 80

Section A

Answer all questions

(10 x 1 = 10 marks)

(Each question carries 1 mark)

1. What is the term 'accessibility'?
2. Expand IRCTC
3. Name the driving beach in Kerala
4. What do you mean by mobile transportation?
5. Expand UNWTO
6. Which are the three critical factors of the selection of transportation?
7. What do mean by transport infrastructure?
8. What is ferry?
9. Give an example of online transportation companies
10. What do mean by bullet train?

Section B

Answer any eight questions

(8 x 2 = 16 marks)

(Each question carries 2 marks)

11. What do you mean by pipeline transportation?
12. Explain the term inland water transportation
13. Mention an advantages of high-speed trains
14. Explain the term river cruise
15. What do you mean by cargo transportation?
16. What are chartered flights?
17. List out the major tourism trans in India
18. Explain the advantages of water transportation
19. What do you understand by premium cruise
20. What is pet transportation?
21. What is floatel?

Section C

Answer any six questions

(6 x 4 = 24 marks)

(Each question carries 4 marks)

22. Give an account of various classes of water transportation
23. Explain the components of transportation system
24. Explain the consideration involved baggage transportation.

25. Discuss the role of transportation in tourism Industry
26. Explain house boat tourism.
27. Write a note on one tourism train in India, explain its features.
28. Which are the major losses of rail journey?
29. Which are the factors affecting the costing of tour package?
30. Which are the major factors considering the creation of package tour?
31. Explain the features of Air transportation

Section D

Answer any two questions

(2 × 15 = 30marks)

(Each question carries 15 marks)

32. How rail transportation promote tourism in India?
33. Explain the various categories of water transportation.
34. Illustrate the details of passenger transportation systems available in India.
35. Which are the major fundamentals of Tourism?

Course Code:

QP Code: UCM_ _ _

B.Voc Travel, Tourism and Logistics Management End-Semester Examinations

Fourth Semester

General Component: CORPORATE SKILLS

Time: Three hours

Maximum Marks: 60

Section A

Answer all questions

1. What is CSR?
2. What do you refer to reflective thinking?
3. What is group discussion?
4. List the types of interview
5. What are the corporate skills?
6. What is interview?

(6X1=6)

Section B

Answer any six from the given nine questions.

7. Giving and Receiving feedback is necessary in communication. Do you agree or not. Give reasons
8. Distinguish soft skills and hard skills
9. Explain significance of soft skills in professional life.
10. What is the structure of group discussion?
11. What is group cohesion?
12. What is team work?
13. Explain the 3 types of listening?
14. What are the work ethics and values to be followed in a workforce?
15. How far group discussion serves as an effective selection process?

(6X2=12)

Section C

Answer any three from the given five questions.

16. What are the dos and don'ts in a group discussion?
17. Explain Fayol's principles of Management
18. Introduce yourself in an interview
19. You are attending an interview. The interviewer shouts at you without any reason. How would you react?
20. List the workplace etiquette to be followed?

(3X4=12)

Section D

Answer any two from the given four questions.

21. You are called for a GD at a bank as a part of your interview. You have to speak about your view point on 'Demonetization'. Present the views.
22. A) Write a conversation between you and the health inspector of your area on the health hazards of your village.
B) Write a conversation with the principal complaining about the unruly behavior of your seniors.
23. A) Briefly elaborate on verbal and non-verbal communications
B) In the airport a passenger who is going to board an aero plane for the first time is asking for help from a fellow passenger. Prepare a conversation between the two.
24. A) Imagine you are the chairman of your college Union. Make a presidential address on the occasion of the inauguration of the college day
B) You have applied for a job as a receptionist of s reputed hotl. Write the interview that is conducted by the manger over telephone.

(2X15=30)

Course Code:

QP Code: UCM_ _ _

B.Voc Travel, Tourism and Logistics Management End-Semester Examinations

Fourth Semester

General Component: MARKETING MANAGEMENT

Time: Three hours

Maximum Marks: 80

Section A

Answer all questions

(10 x 1 = 10 marks)

(Each question carries 1 mark)

1. Define a Market
2. What is place utility?
3. Explain viral marketing
4. What is SEM?
5. Define Product
6. What is image pricing?
7. What is reference groups?
8. Give two advantages of sales promotion?
9. What is promotion mix?
10. What is CB?

Section B

Answer any eight questions

(8 x 2 = 16 marks)

(Each question carries 2 marks)

11. Define direct marketing
12. What is Re marketing?
13. What are the objectives of marketing?
14. What is dissonance-reducing behaviors?
15. Explain NPD
16. Define trademark
17. What are the steps in market targeting?
18. Who is monopolistic competition market?
19. Who are the parties involved in a consumer buying process?
20. What is buy-back allowance?
21. What is Delphi?
22. What is push strategy?

Section C

Answer any six questions

(6 x 4 = 24 marks)

(Each question carries 4 marks)

23. Explain different types of telemarketing
24. Explain the scope of sales promotion with real life examples?

25. Distinguish between marketing and selling?
26. What is relationship marketing? Explain the various eves of RM
27. Explain utilities of marketing
28. What are the functions of packaging
29. Explain the various techniques of sales promotion
30. State objectives of branding
31. Explain STP process

Section D

Answer any two questions

(2 × 15 = 30marks)

(Each question carries 15 marks)

32. What is meant by sales promotion? Discuss the various techniques of sales promotion.
33. Discuss the emerging trends in marketing
34. What do you mean by marketing mix? Enumerate the various elements of marketing mix.
35. What is market segmentation? Discuss the important bases for segmenting a market

Course Code:

QP Code: UCM_ _ _

**B.Voc Travel, Tourism and Logistics Management End-Semester Examinations
Fourth Semester**

General Component: COMPANY LAW

Time: Three hours

Maximum Marks: 80

Section A

Answer all questions

(10 x 1 = 10 marks)

(Each question carries 1 mark)

1. Define a Corporate governance
2. What is CGR?
3. Explain CII code
4. What is Clause 49?
5. Explain the term agenda
6. Who is a whistleblower?
7. What is ultra vires?
8. What is minutes of narration?
9. What is MOA
10. Define Quorum

Section B

Answer any eight questions

(8 x 2 = 16 marks)

(Each question carries 2 marks)

11. Point out the cases where issue of prospectus is not compulsory
12. What is red herring prospectus?
13. Name out the committees of the board
14. Give the provisions regarding the appointment of additional director
15. What are the contents in statutory report?
16. List the four main stages in the formation the company.
17. State the concept of corporate veil?
18. What is common seal of the company?
19. Who is provisional liquidator?
20. What are objectives of CG?
21. What is special resolution?
22. What is deemed prospectus?

Section C

Answer any six questions

(6 x 4 = 24 marks)

(Each question carries 4 marks)

23. Briefly explain prospectus

24. Explain the characteristics of a registered company
25. What is an audit committee?
26. What is CEO certification?
27. What is information memorandum? What is its purpose?
28. Explain the “clause” in MOA
29. Define winding up
30. Explain the features of a company
31. What are disqualifications for the appointment of a director?

Section D

Answer any two questions

2 × 15 = 30marks)

(Each question carries 15 marks)

32. What is AGM? What business is generally transacted during that meeting?
33. Elucidate the liability of directors
34. Explain the mandatory requirements in connection with the composition and compensation for the Board of Directors
35. Explain the provisions of the Companies Act regarding creditors' voluntary winding up.

□□□□

Course Code:

QP Code: UCM_ _ _

B.Voc Travel, Tourism and Logistics Management End-Semester Examinations

Fourth Semester

Skill Component: AIR CARGO MANAGEMENT

Time: Three hours

Maximum Marks: 80

Section A

Answer all questions

(10 x 1 = 10 marks)

(Each question carries 1 mark)

1. Who is the central minister of aviation in India?
2. Where is the headquarters of ICAO located?
3. Expand DGR?
4. Directorial General Civil Aviation(DGCA)
5. Where is the headquarters of IATA located?
6. In which year Warsaw convention was Held?
7. What is narrow body Aircraft?
8. What are valuable Cargos?
9. What is Airline Marketing?
10. Any one advantage of cargo send by air.....

Section B

Answer any eight questions

(8 x 2 = 16 marks)

(Each question carries 2 marks)

11. What is Airfare?
12. What are the 2 modes of payment for cargo?
13. List two types of special cargo which can be transported by air.
14. Name the safety related documents prepared by the Load controller
15. Which are the divisions of danger goods?
16. What do you mean by Air terminal?
17. Define air cargo Deregulations.
18. Define an Aircraft.
19. What is Hub-Spoke System?
20. Expand CIAL.
21. What are military cargos?

Section C

Answer any six questions

(6 x 4 = 24 marks)

(Each question carries 4 marks)

22. Explain the different types of Aircraft.
23. Explain the layout of Aircraft.
24. Explain the term PTA
25. What do you mean by ULD management
26. Explain the historical development of Airline industry
27. Explain the Term Air transportation System.

28. Explain the SOWT analysis of Airline marketing?
29. Explain the term global indicators.
30. List out the duties and responsibilities of Air cargo Agent.
31. Give an account of Special Air Cargos.

Section D

Answer any two questions

(2 × 15 = 30marks)

(Each question carries 15 marks)

32. Explain the structure of handling cargos in an Airport.
33. Discusses various types of Air cargos.
34. Explain the concept of various types of Aircrafts and their layouts with functions.
35. Explain the functional structure of Cargo Department in an Airport

□□□□

Course Code:

QP Code: UCM_ _ _

B.Voc Travel, Tourism and Logistics Management End-Semester Examinations

Fourth Semester

Skill Component: CARGO MANAGEMENT

Time: Three hours

Maximum Marks: 80

Section A

Answer all questions

(10 x 1 = 10 marks)

(Each question carries 1 mark)

1. Define Cargo Management.
2. Mention the features of cargo Management.
3. What is cargo marketing?
4. What do you mean by integrated logistics movement?
5. Mentioned the name of two cargo ships.
6. What are utility cargos?
7. What do you mean by market segmentation?
8. What are valuable Cargos?
9. What is personnel selling?
10. Any one advantage of cargo send by air.....

Section B

Answer any eight questions

(8 x 2 = 16 marks)

(Each question carries 2 marks)

11. What are the elements of logistics?
12. What are the 2 modes of payment for cargo?
13. List the features of cargo marketing
14. Explain the term cargo sales.
15. Which are the divisions of danger goods?
16. What do you mean by Air terminal?
17. Which are the major methods for selecting cargo sales persons?
18. Define cargo vehicle.
19. What is Hub-Spoke System of cargos?
20. Expand MTO.
21. What are military cargos?

Section C

Answer any six questions

(6 x 4 = 24 marks)

(Each question carries 4 marks)

22. Explain the concept cargo operations.
23. Explain the history of cargo industry.
24. Which are the major documentations in Cargo transactions?
25. Explain the role of shipping companies or sales persons in cargo marketing.
26. Explain the term cargo shipping.

27. Write a note on work framework of Cargo Management.
28. Explain the SOWT analysis of cargo marketing.
29. Explain the functions of Logistics management.
30. List out the duties and responsibilities of cargo Agent.
31. Give an account of various types of cargos.

Section D

Answer any two questions

(2 × 15 = 30marks)

(Each question carries 15 marks)

32. Explain the structure of Cargo Marketing
33. Discusses various types of cargos.
34. Role of shipping companies in Cargo industry.
35. Explain the various modes of Cargo transportations.

Course Code:

QP Code: UCM_ _ _

**B.Voc Travel, Tourism and Logistics Management End-Semester Examinations
Fourth Semester**

Skill Component: LOGISTICS AND SUPPLY CHAIN MANAGEMENT

Time: Three hours

Maximum Marks: 80

Section A

Answer all questions

(10 x 1 = 10 marks)

(Each question carries 1 mark)

1. Define logistics.
2. Mention the features of logistics Management.
3. Expand DGR?
4. What do you mean by integrated logistics movement?
5. Where is the headquarters of IATA located?
6. What is lean strategy of logistics?
7. What do you mean by market segmentation?
8. What are valuable Cargos?
9. What is bull whips effect?
10. Any one advantage of cargo send by air.....

Section B

Answer any eight questions

(8 x 2 = 16 marks)

(Each question carries 2 marks)

11. What are the elements of logistics?
12. What are the 2 modes of payment for cargo?
13. List two types of special cargo which can be transported by air.
14. Name the safety related documents prepared by the Load controller
15. Which are the divisions of danger goods?
16. What do you mean by Air terminal?
17. Define air cargo Deregulations.
18. Define an Aircraft.
19. What is Hub-Spoke System?
20. Expand CIAL.
21. What are military cargos?

Section C

Answer any six questions

(6 x 4 = 24 marks)

(Each question carries 4 marks)

22. Explain the types of ULD management

23. Explain the history of Airline industry.
24. Explain the term PTA
25. What do you mean by ULD management
26. Explain the historical development of Airline industry
27. Write a note on work framework of Logistics Management.
28. Explain the SOWT analysis of Airline marketing?
29. Explain the functions of Logistics management.
30. List out the duties and responsibilities of Air cargo Agent.
31. Give an account of various types of cargos

Section D

Answer any two questions

(2 × 15 = 30marks)

(Each question carries 15 marks)

32. Explain the structure of logistics Management.
33. Discusses various types of logistic strategies.
34. Role of logistics information in Logistics Management.
35. Explain the role and functions of SCM

Course Code:

QP Code: UCM_ _ _

B.Voc Travel, Tourism and Logistics Management End-Semester Examinations

Fifth Semester

General Component: BANKING THEORY AND PRACTICE

Time: Three hours

Maximum Marks: 80

Section A

Answer all questions

(10 x 1 = 10 marks)

(Each question carries 1 mark)

1. Define Banking.
2. What do you mean by Credit Creation?
3. What is Retail Banking?
4. What do you mean by floating rate of interest?
5. What is social banking?
6. What is Lead bank?
7. Define Customer.
8. What is meant by Endorsement?
9. What do you mean by Rural Credit?
10. What is Micro finance?

Section B

Answer any eight questions

(8 x 2 = 16 marks)

(Each question carries 2 marks)

11. Write a note on origin of bank.
12. State the importance of Private Sector Banks.
13. What are the value added services offered by banks?
14. Mention the factors to be considered by a banker while providing Housing loan.
15. What are the various types of endorsement?
16. Explain the salient features of a cheque.
17. Write a note on Banking Ombudsman Scheme.
18. What is Cheque Truncation System?
19. What is core banking?
20. What is the purpose of bridge loan?
21. Explain off shore banking.
22. Explain the term KYC.

Section C

Answer any six questions

(6 x 4 = 24 marks)

(Each question carries 4 marks)

23. Critically examine the need of nationalization of Commercial banks
24. State the functions of Regional Rural Banks.
25. What is EMI? How EMI is being calculated?
26. Compare the Farm loan and Education loan.
27. Explain the legal requirements of endorsements.
28. What are the obligations and the rights of a banker?
29. Explain the circumstances in which bankers can disclose the Customer's account.
30. What are the advantages of Tele banking?
31. What are the importance of providing priority sector advance by banks'

Section D

Answer any two questions

(2 × 15 = 30marks)

(Each question carries 15 marks)

32. Explain the functions of a Commercial bank.
33. What do you mean by National Electronic Funds Transfer (NEFT)? State its basic features and advantages.
34. Explain the general and special relationship between banker and customer.
35. Describe the objectives of Rural Credit.

□□□□

Course Code:

QP Code: UCM_ _ _

B.Voc Travel, Tourism and Logistics Management End-Semester Examinations

Fifth Semester

General Component: ENTREPRENEURSHIP DEVELOPMENT

Time: Three hours

Maximum Marks: 80

Section A

Answer all questions

(10 x 1 = 10 marks)

(Each question carries 1 mark)

1. Define entrepreneur
2. What is entrepreneurial competencies?
3. Explain SSE
4. What is Market Assessment?
5. Define financial planning
6. What is feasibility report?
7. What is solo operators?
8. What is seed capital?
9. What is green channel?
10. What is Site selection?

Section B

Answer any eight questions

(8 x 2 = 16 marks)

(Each question carries 2 marks)

11. Explain characteristics of entrepreneurship
12. What is the role of entrepreneurship in travel and tourism
13. Explain the characteristics of SSE
14. What is resource mobilization
15. Explain the need for managing family enterprises
16. What is the role of entrepreneurship in development?
17. What are the different types of entrepreneurs?
18. What are the features of the business plan?
19. What are the various types of financial issues?
20. What is entrepreneurship opportunities in tourism?
21. How to analyze competitive situations?

Section C

Answer any six questions

(6 x 4 = 24 marks)

(Each question carries 4 marks)

22. Explain the motivating factors of entrepreneurship.
23. Explain the problems of entrepreneurship in travel trade.
24. Discuss the government policy for institutional setup
25. What are the types of entrepreneurial motivation
26. What are the elements of a business Plan
27. What are the strategies for growth and stability
28. Discuss the tourism enterprises eligible for assistance
29. What are the elements of business plan
30. Discuss the various HR issues
31. Explain the functions of HRD

Section D

Answer any two questions

(2 × 15 = 30marks)

(Each question carries 15 marks)

32. Enumerate the factors affecting entrepreneurial growth and discuss them.
33. Discuss the entrepreneurial skill for travel, tourism and hospitality trade and the various entrepreneurship opportunities available
34. What is the role of entrepreneurship in SSE and economic development
35. State the various financial institutions for small enterprises

□□□□

Course Code:

QP Code: UCM_ _ _

B.Voc Travel, Tourism and Logistics Management End-Semester Examinations

Fifth Semester

Skill Component: GOODS AND SERVICES TAX

Time: Three hours

Maximum Marks: 80

Section A

Answer all questions

(10 x 1 = 10 marks)

(Each question carries 1 mark)

1. What is GST?
2. What is meant by input tax credit?
3. Define the term "Supply"
4. What is HSN code?
5. What is meant by interstate supply?
6. What is meant of deemed export?
7. What is meant by tax cascading?
8. What is tax invoice?
9. What is assessment?
10. What do you mean by Compulsory Registration?

Section B

Answer any eight questions

(8 x 2 = 16 marks)

(Each question carries 2 marks)

11. List out the objectives of GST.
12. Differentiate between SGST and CGST.
13. What are the different rates of tax charged under GST?
14. Explain the Reverse Charge Mechanism under GST.
15. List out the supply of goods not treated as intra state supply even if supplied within state.
16. What do you mean by casual taxable person?
17. State the provisions of refund of tax under GST
18. Write a brief note on debit note and credit note.
19. Who are not liable for registration under GST?
20. Differentiate between Provisional Assessment and Scrutiny Assessment.
21. Explain the contents of electronic credit ledger

22. ABC Ltd Kottayam supplies to XYZ Ltd Trissur goods worth Rs.5,000 and charges Rs.1000 towards packing of goods. The goods falls under 18% category. Compute tax payable under appropriate GST Law.

Section C

Answer any six questions

(6 × 4 = 24 marks)

(Each question carries 4 marks)

23. What are the important taxes that are subsumed under GST?
24. Who all are included in the definition of Person?
25. Briefly explain the provisions regarding exemption from GST.
26. Explain the conditions to find out the time and place of supply in case of inter and intra state supply.
27. What is GST council? Explain its structure and functions.
28. Briefly explain the terms:- a)Electronic Liability Register b)Electronic Cash Ledger
29. Explain the main provisions regarding time and place of supply under GST.
30. Mr Rama purchased goods Rs 100000 locally. He sold goods locally for Rs 150000. He paid legal fees of Rs 5000, storage cost Rs 5000, transportation cost Rs 5000, wages Rs 5000, Other manufacturing expenses Rs 6000. He purchased furniture for his office for Rs 12000 . If CGST and SGST rates are 12% each, calculate net GST payable.
31. ABC Ltd Ernakulam supplies to XYZ Ltd , Bengaluru goods worth Rs. 10,000/- Supplier agreed to all Allow discount of 10%. ABC Ltd gets the consignment inspected by authorized agencies of XYZ Ltd And incurs Rs. 1000/- towards the same and the same is recovered in the invoice. The goods sold Falls under GST rate of 18%. Compute tax payable under appropriate GST Law.

Section D

Answer any two questions

(2 × 15 = 30marks)

(Each question carries 15 marks)

32. What is GST? Explain the advantages of GST and criticisms against GST system.
33. Explain the provisions regarding claiming of input tax credit. Explain the cases in which input tax credit is not available.
34. Explain the procedure for registration under GST . Also explain the procedure cancellation of registration and revocation of cancellation
35. What is Assessment? Explain the various types of Assessment under GST Act?

Course Code:

QP Code: UCM_ _ _

B.Voc Travel, Tourism and Logistics Management End-Semester Examinations
Fifth Semester
General Component: ECO TOURISM

Time: Three hours

Maximum Marks: 80

Section A

Answer all questions

(10 x 1 = 10 marks)

(Each question carries 1 mark)

1. What is buffer zone?
2. What are eco-lodges?
3. What is visitor management?
4. Name any two National park in Kerala
5. Expand EIA
6. Which place of Kerala is called Venice of the East
7. Name one artificial bird sanctuary in Kerala
8. Define eco-tourism
9. What is an eco-system?
10. The year celebrated as International year of eco-tourism

Section B

Answer any eight questions

(8 x 2 = 16 marks)

(Each question carries 2 marks)

11. What is physical carrying capacity?
12. What is nature based tourism?
13. What are the major eco-tourism products in Kerala?
14. What is an eco-development committee
15. State Doxey's irritation index
16. What eco certification?
17. Who is an eco-tourist?
18. What is ethnic food?
19. What do mean by reserve forest?
20. What do you mean by demonstration effect?
21. Write a note on Nilgiri Biosphere Reserve?

Section C

Answer any six questions

(6 × 4 = 24 marks)

(Each question carries 4 marks)

22. Discuss how tourism contribute to climate change
23. Discuss how human activities by tourism disturb water eco-system
24. Write a note on eco-tourism initiatives in Periyar Wildlife Sanctuary.
25. Discuss the major kinds of pollution caused by tourism
26. What are the characteristic features of eco-tourism?
27. Prepare note on Thenmala Eco tourism.
28. States the different types of carrying capacity.
29. Explain the sustainable development of tourism.
30. Difference between Wildlife Sanctuary and National park explain with example.
31. Prepare an eco-tour itinerary of school students to a Periyar Tiger Reserve, duration one day.

Section D

Answer any two questions

(2 × 15 = 30marks)

(Each question carries 15 marks)

32. Discuss in detailed process of environment impact assessment.
33. What are the economic benefits of the eco-tourism?
34. Discuss how eco-tourism promote conservation
35. What are the negative impacts of mass tourism?

□□□□

Course Code:

QP Code: UCM_ _ _

**B.Voc Travel, Tourism and Logistics Management End-Semester Examinations
Fifth Semester**

Skill Component: HOSPITALITY MANAGEMENT

Time: Three hours

Maximum Marks: 80

Section A

Answer all questions

(10 x 1 = 10 marks)

(Each question carries 1 mark)

1. Define Hotel
2. What are eco-lodges?
3. What is meals plan
4. Name any two secondary accommodation units
5. Define hospitality.
6. What is the caption of Indian Hospitality
7. A hotel with minimum services is called.....
8. What you mean by full-board of hotel?
9. A hotel room with sofa cum bed system is called.....
10. What is culinary tourism?

Section B

Answer any eight questions

(8 x 2 = 16 marks)

(Each question carries 2 marks)

11. What is Rack rate?
12. What are the types of meals plan?
13. What are pensions?
14. What are budget hotels?
15. List out the major departments of a large Hotel.
16. What is meant by Transit Hotel?
17. Who is a décor of hotel?
18. Explain the term "Timeshare Accommodation"
19. What do mean lodges?
20. What is known as heritage hotels?
21. Write a note on Night Auditor

Section C

Answer any six questions

(6 x 4 = 24 marks)

(Each question carries 4 marks)

22. Discuss how various kind of secondary accommodation units helps to the smooth running of tourism industry
23. Explain the structure of Lobby department of front office

24. Which are the major functional areas of front office department?
25. Briefly explain the accounting department of a hotel.
26. Explain the various categories of hotel room?
27. Explain the duties and responsibilities of Executive housekeeper.
28. Explain major revenue earning departments of hotel.
29. What are alternative accommodation units?
30. List out the major features of Home-stay
31. Explain the back office operations of hotel.

Section D

Answer any two questions

(2 × 15 = 30marks)

(Each question carries 15 marks)

32. Explain the various classifications of hotels
33. Describe the organizational structure of Front office department.
34. Explain the role of various accommodation Industries in Tourism
35. Illustrate the Caption “ Adithi Devo Bhava”

□□□□

Course Code:

QP Code: UCM_ _ _

**B.Voc Travel, Tourism and Logistics Management End-Semester Examinations
Fifth Semester**

Skill Component: Front-Office/ House-Keeping Operation

Time: Three hours

Maximum Marks: 80

Section A

Answer all questions

(10 x 1 = 10 marks)

(Each question carries 1 mark)

1. What do you mean by economic hotel?
2. What is P-G system
3. Who is concierge?
4. Name any two secondary accommodation units
5. Define hospitality.
6. Expand GRE
7. What is C-form?
8. What you mean by half-board of hotel?
9. What do you mean walk-in of guest?
10. What does you mean DND?

Section B

Answer any eight questions

(8 x 2 = 16 marks)

(Each question carries 2 marks)

11. What is key rack?
12. What are the types of r?
13. What are pensions?
14. What are budget hotels?
15. List out the major departments of a large Hotel.
16. What is meant by Transit Hotel?
17. Who is a décor of hotel?
18. Explain the term "Spa"
19. What do mean lodges?
20. Explain the duties and responsibilities of Bell captain
21. Write a note on Night Auditor.

Section C

Answer any six questions

(6 x 4 = 24 marks)

(Each question carries 4 marks)

22. Explain the formalities of registration Desk
23. What do you mean by guest arrival process?

24. Which are the major functional areas of front office department.
25. Briefly explain the finance section of front office department.
26. List out the major equipments of Front office department.
27. Explain the duties and responsibilities of Executive housekeeper.
28. Explain major revenue earning departments of hotel.
29. Explain the Job- hierarchy of H/K department.
30. Explain the procedure of Guest arrival process.
31. "Front office is also known as the mirror of the hotel" comment on it.

Section D

Answer any two questions

(2 × 15 = 30marks)

(Each question carries 15 marks)

32. Explain the concept of Guest cycle.
33. Describe the organizational structure of Front office department.
34. "Housekeeping department is also known as mother of a hotel" comment on it.
35. Illustrate the Caption " Adithi Devo Bhava"

□ □ □ □

Course Code:

QP Code: UCM_ _ _

B.Voc Travel, Tourism and Logistics Management End-Semester Examinations

Fifth Semester

**Skill Component: ETHICAL, LEGAL & REGULATORY FRAMEWORK FOR
TOURISM**

Time: Three hours

Maximum Marks: 80

Section A

Answer all questions

(10 x 1 = 10 marks)

(Each question carries 1 mark)

1. Mention the year Tourism conservation and Preservation Act.
2. What are eco-lodges?
3. What is visitor management?
4. Name any two National park in Kerala
5. Expand UNESCO
6. Give the day of wildlife week celebration in India.
7. Give an example of one heritage building in Kerala.
8. How many national parks are there in Kerala?
9. Mention the year of Passport Act.
10. Expand DGCA

Section B

Answer any eight questions

(8 x 2 = 16 marks)

(Each question carries 2 marks)

11. What is physical carrying capacity?
12. What is ethics in tourism?
13. What do you mean by business ethics?
14. What are ethical parameters?
15. What eco certification?
16. Give any two features of wildlife protection Act.
17. What is ethnic food?
18. What do mean by reserve forest?
19. List out the important formalities of international travel.
20. Write a note on CDC

Section C

Answer any six questions

(6 x 4 = 24 marks)

(Each question carries 4 marks)

21. Which are the major laws relating to Accommodation industry?
22. Difference between wildlife Sanctuaries and National Parks.
23. Explain the DGCA formalities for business and recreational flying in India.
24. Which are the major laws relating to travels agencies and tour operation business sector?

25. Who is foreign tourist?
26. List out the major classifications of Passport
27. What are the features of foreigners Act 1942?
28. Explain the sustainable development of tourism.
29. Which are the Permits related to various monasteries and wild life areas and their procedure?
30. Defining ethics and its significance in tourism.
31. Write a note on “ Wildlife Protection Act 1972”

Section D

Answer any two questions

(2 × 15 = 30marks)

(Each question carries 15 marks)

32. Make a comment over Tourism conservation Preservation Act 1998.
33. Explain the major Law regulations related to airlines and airways, and surface transport.
34. Discuss how tourism promotes conservation?
35. Explain the laws which is relating to safety and security of tourists.

□ □ □ □

Course Code:

QP Code: UCM_ _ _

**B.Voc Travel, Tourism and Logistics Management End-Semester Examinations
Sixth Semester**

General Component: HUMAN RESOURCE MANAGEMENT

Time: Three hours

Maximum Marks: 80

Section A

Answer all questions

(10 x 1 = 10 marks)

(Each question carries 1 mark)

1. What is HRM?
2. Explain TA
3. What is Job rotation?
4. Define morale
5. What is country club style?
6. What is LPC?
7. What is 360 degree appraisal?
8. What is JIT
9. What is job enrichment?
10. What is training?

Section B

Answer any eight questions

(8 x 2 = 16 marks)

(Each question carries 2 marks)

11. Explain recruitment and selection
12. What is in-basket exercise?
13. Explain ERG theory of Motivation
14. What is reverse auction?
15. Explain the characteristics of a good recruitment policy
16. What do you mean by QC?
17. What are non-financial motivators?
18. What are the types of HR planning?
19. What is leadership?
20. What is Strategic HRM?
21. What is career planning?
22. What are the objectives of compensation planning?

Section C

Answer any six questions

(6 x 4 = 24 marks)

(Each question carries 4 marks)

23. Explain the Hygiene theory of Herzberg.
24. Differentiate between coaching and mentoring.
25. What is meant by vestibule training? Explain the major advantages of vestibule training.

26. Section is a process of rejection. Explain
27. "A executives must unavoidably be personnel managers". Explain the statement.
28. Discuss the objectives of HRP
29. Explain the qualification and qualities required by a HR manager
30. What is meant by PA? What are the objectives of PA?
31. Explain the charismatic theory of leadership

Section D

Answer any two questions

(2 × 15 = 30marks)

(Each question carries 15 marks)

32. What is recruitment? Elucidate the various sources of recruitment.
33. Define Motivation. Discuss clearly the "Hierarchy of Needs theory of Abraham Maslow".
34. Discuss Reddin's 3D model of leadership and compare it with Blake and Mouton's Managerial grid theory and Fiedler's contingency theory
35. What do you mean by induction of an employee? What are the elements of induction training?

□□□□

Course Code:

QP Code: UCM_ _ _

**B.Voc Travel, Tourism and Logistics Management End-Semester Examinations
Sixth Semester**

General Component: TOURISM MARKETING

Time: Three hours

Maximum Marks: 80

Section A

Answer all questions

(10 x 1 = 10 marks)

(Each question carries 1 mark)

1. Define marketing.
2. Define service.
3. Recreation is a.....
4. What is market research?
5. What is single level channel?
6. What is integrated marketing?
7. What is selling?
8. What is brand?
9. Major objectives of marketing mix.
10. What is target market?

Section B

Answer any eight questions

(8 x 2 = 16 marks)

(Each question carries 2 marks)

11. What is social marketing or societal marketing?
12. Explain the term pricing.
13. What is market penetration?
14. What is sales promotion?
15. What do you mean by cargo transportation?
16. Write a note on direct marketing.
17. Which are the major factors affecting the Price strategy of a tourism product?
18. Define market research.
19. What is demographic segmentation of tourism market?
20. What is the basic difference between publicity and public relation?
21. Write a note on social network marketing.

Section C

Answer any six questions

(6 x 4 = 24 marks)

(Each question carries 4 marks)

22. How tourism marketing is differing from consumer marketing

23. Explain Promotional mix?
24. Explain the importance of advertisement in tourism industry.
25. Explain market research process.
26. Explain the marketing channels of tourism product.
27. Discusses Characteristics of tourism product.
28. Explain the marketing mix of tourism with additional 4 mixes
29. Which are the major factors considering the marketing of package tour?
30. Explain the Role of intermediaries in tourism marketing.
31. Which is the most effective strategy of promoting tourism into the public?

Section D

Answer any two questions

(2 × 15 = 30marks)

(Each question carries 15 marks)

32. Write an essay on Market Segmentations.
33. Explain the Process of different stages of new product development.
34. Explain the concept of Product Life Cycle (PLC).
35. How marketing Helps to promotion of tourism product?



Course Code:

QP Code: UCM_ _ _

**B.Voc Travel, Tourism and Logistics Management End-Semester Examinations
Sixth Semester**

General Component: E-COMMERCE

Time: Three hours

Maximum Marks: 80

Section A

Answer all questions

(10 x 1 = 10 marks)

(Each question carries 1 mark)

1. Define a M-Commerce
2. What is C-O-D?
3. Explain EFT
4. What is Snap Deal?
5. Define SSL
6. What is P2P?
7. What is webcasting?
8. What micro commerce?
9. What is value chain integration?
10. What is worm?

Section B

Answer any eight questions

(8 x 2 = 16 marks)

(Each question carries 2 marks)

11. Define firewall
12. What is cyber cash?
13. What web commerce?
14. What is reverse auction?
15. Explain the barriers in progress of E-commerce?
16. What is PGP?
17. What is supply chain integration?
18. What are community models?
19. What are smart cards?
20. What is SHTTP?
21. What are polymorphic virus?
22. What are search engines?

Section C

Answer any six questions

(6 x 4 = 24 marks)

(Each question carries 4 marks)

23. Explain the infrastructure of e-commerce?
24. Explain ERP

25. Explain infomediary mode?
26. Explain any 2 type of computer virus.
27. What is phishing?
28. What is emotional and rational branding?
29. What is digital emergence?
30. What are the imitations of e-commerce?
31. Explain the parties involved in the e-cheque payment system

Section D

Answer any two questions

(2 × 15 = 30marks)

(Each question carries 15 marks)

32. Write short notes
 - a) Digi cash
 - b) web casting
 - c) EDI
33. Discuss e-banking in India
34. What are the applications of e-commerce?
35. Explain the operation of e-commerce.

□□□□

Course Code:

QP Code: UCM_ _ _

**B.Voc Travel, Tourism and Logistics Management End-Semester Examinations
Sixth Semester**

Skill Component: EVENT MANAGEMENT

Time: Three hours

Maximum Marks: 80

Section A

Answer all questions

(10 x 1 = 10 marks)

(Each question carries 1 mark)

1. Main feature of an event is.....
2. A meeting of professionals working together under the guidance of a discussion leader is known as.....
3. Define an event.
4. Kutch Mahotsav is a tourism festival of.....
5. Define meeting.
6. What is "congress"?
7. Write a note on KTM.
8. Name two important international Sporting events.
9. What are Hallmark event?
10. What do you mean by life-cycle events?

Section B

Answer any eight questions

(8 x 2 = 16 marks)

(Each question carries 2 marks)

11. Which are the major components of events?
12. What do you mean by Ad-Hoc meeting?
13. Mention the term Workshop.
14. What is trade expo?
15. Mention two important advantages of trade shows.
16. Which are the 5Cs of event?
17. Give a few examples of community events.
18. Why hospitality is considered as important element of event-tourism?
19. What is the basic difference between publicity and public relation?
20. What do you mean by décor of an Event?
21. Which are the major things come under the logistics of an Event?

Section C

Answer any six questions

(6 x 4 = 24 marks)

(Each question carries 4 marks)

22. Explain the components of an event design.

23. Explain the basic elements of Convention/Events/Exhibition?
24. Discuss briefly, the steps involved in the execution of an Event.
25. Explain 5 major tourism Fairs and festivals in India.
26. Discuss the role of Sponsors in event and mention its importance
27. Explain the role of Events/Exhibitions/Conventions in tourism.
28. What is the role of information technology in MICE/Event management?
29. Explain the role of Human Resources in event Management.
30. What is MICE and explain its components.
31. Write a short note on social impact of Event.

Section D

Answer any two questions

(2 × 15 = 30marks)

(Each question carries 15 marks)

32. Explain the various types of Host facilities for conducting in Events.
33. Distinguish between cultural and business events with suitable examples.
34. Write an essay on different stages involved in planning and development of Events.
35. Give detailed account of On-site management requirements for events.

□□□□

Course Code:

QP Code: UCM_ _ _

**B.Voc Travel, Tourism and Logistics Management End-Semester Examinations
Sixth Semester**

Skill Component: RESORT MAMAGEMENT

Time: Three hours

Maximum Marks: 80

Section A

Answer all questions

(10 x 1 = 10 marks)

(Each question carries 1 mark)

1. What is primary accommodation?
2. Define hotel.
3. What is Spa?
4. Unique feature of resort is.....
5. What are beach resorts?
6. What is home-stay?
7. Write a heritage resort?
8. Give an example of summer resorts in Kerala.
9. What do you mean by Resort chain?
10. What is meant by resort management?

Section B

Answer any eight questions

(8 x 2 = 16 marks)

(Each question carries 2 marks)

11. Which are the major components of resort management?
12. Explain the term spa and health resort.
13. What do you mean by timeshare resorts?
14. Explain the meals plan of Resort?
15. Explain the features of Resorts.
16. Differences between Resorts and Hotels.
17. Which are the major recreational activities of Resort?
18. What is marketing of Resort?
19. Give an examples of effective promotional activities of Resort.
20. What do you mean by décor of a Resort
21. Diagrammatic representation of Resort management.

Section C

Answer any six questions

(6 x 4 = 24 marks)

(Each question carries 4 marks)

22. Explain the major working area of Resort management.
23. Write note on Health Resorts and their business strategy.

24. What are the fundamental differences between Resorts and Homestays?
25. Which are the major internal challenges of running resort management?
26. Explain the major revenue earning department of a Resort.
27. Which are the major issues faced by the marketing of Resorts?
28. Explain the role of public relation programme in Resort promotion.
29. Explain the role of Human Resources in Resort Management.
30. How seasonality affects the running of resort business?
31. Write a short note on social impact of Resort business.

Section D

Answer any two questions (2 × 15 = 30marks)

(Each question carries 15 marks)

32. Explain the historical development of Resorts.
33. Distinguish between cultural and business events which are conducted in Resorts.
34. Write an essay on different stages involved in planning of resort business.
35. Explain the Functional structure of resort management..

□□□□

Course Code:

QP Code: UCM_ _ _

**B.Voc Travel, Tourism and Logistics Management End-Semester Examinations
Sixth Semester**

Skill Component: CYBER SECURITY & IT FOR TOURISM

Time: Three hours

Maximum Marks: 80

Section A

Answer all questions

(10 x 1 = 10 marks)

(Each question carries 1 mark)

1. Define Cyber security
2. What is informatics?
3. Give an example important social networking sights.
4. Expand www
5. What do you mean by wireless technologies?
6. What is social network marketing?
7. Define networking
8. What is virus?
9. Major objectives of cyber marketing.
10. Expand CRS

Section B

Answer any eight questions

(8 x 2 = 16 marks)

(Each question carries 2 marks)

11. List out the features of social network marketing.
12. What is social informatics?
13. What is bio-computing?
14. What is sales promotion in social network?
15. Which are the roles of IT applications in various sectors of the industry.
16. Write a note on direct internet marketing.
17. What is e-banking?
18. Discusses the term “ Cyber Space”
19. Give an example of cyber-crimes.
20. What is the basic difference between cyber publicity and cyber public relation?
21. What is cyber ethics?

Section C

Answer any six questions

(6 x 4 = 24 marks)

(Each question carries 4 marks)

22. How tourism marketing is differing from cyber marketing?
23. Explain cyber Promotional mix?
24. Explain the importance of advertisement in tourism industry especially via using social networking.
25. Explain various types of networking programmes.

26. Explain the marketing channels of tourism product especially in terms of social networking.
27. Discusses the Characteristics features of internet marketing.
28. Describe the term Scope of-cyber laws
29. Explain any one of the important Social marketing Portal.
30. Explain the Role of intermediaries in tourism marketing other than internet.
31. Which is the most effective strategy of promoting tourism into the public?

Section D

Answer any two questions

(2 × 15 = 30marks)

(Each question carries 15 marks)

32. Explain various cyber regulations applicable in Internet world.
33. Explain the various types of computer networking styles and its features.
34. Which are the major problems faced by internet marketing.
35. Explain the role of IT in the promotion of Tourism products into an international market.

□□□□