



PAST PAPERS

Faculty	Department / Section/Division
Not Applicable	Learning Resource Centre

Past Papers

Faculty of Management, Humanities & social Sciences
Department of Management and Business Studies

**BMgt. (Hons) in Tourism and Hospitality
Management
(Year 3 – Semester I)**

2022

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

Year 3 Semester I
SEMESTER END EXAMINATION
Event Management – THM 31033

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

Date: 2022.09.23

Pass mark: 40%

Time: 03 Hours

Question 01: (Compulsory)

The manifold crises have forced the multi-billion-rupee event management industry into a destitute state, making it one of the 'most vulnerable sectors' to any catastrophe. The event management industry is worth over Rs. 36 billion and is part of the Rs. 150 billion worth marketing communication sectors. Despite attracting in foreign exchange to the economy, particularly through meetings, incentives, conferences and exhibitions (MICE) events, the industry has provided employment for over 130,000 direct jobs and 600,000 livelihoods. Explain the impact of the Economic crisis towards the growth of the Events Industry in Sri Lanka and elaborate how the Events Industry can contribute towards mitigating negative economic impacts of the country. (20 Marks)

Question 02

Events Tourism is a trending typology of tourism which attracts tourists to a destination for the purpose of events. With hosting of events like Mama Mia, Sound of Music, EMF and coming up Hellfire Music Festival international market has been attracted to Sri Lanka.

- a. How do you perceive the importance of holding International Scale Events in Sri Lanka during this time period? (07 Marks)

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- b. Do you think it's a successful attempt in promoting Sri Lanka tourism?
(07 Marks)
- c. What kind of strategies do you like to suggest promoting this typology?
(06 Marks)

Question 03

Event Management is the coordination, running and planning of all the people, teams and features, that come together to create every kind of event. Elaborate the Event Planning process taking into an example CINEC Tourism Day 2022?
(20 Marks)

Question 04

Due to unavoidable circumstances of the external environment that might occur, events might have to change its date, scheduled time, venue or sometimes postpone the entire event.

- a. Define a contingency plan. (05 Marks)
- b. Elaborate the importance of a contingency plan in an emergency. (05 Marks)
- c. Due to inevitable circumstances, CINEC Tourism Day which was organized as a physical event couldn't be conducted. Elaborate the contingency plan you utilized in the given scenario. (10 Marks)

Question 05

Events contain a series of activities which requires many resources. Resources can be anything to people to machinery to facilities. They are fundamental requirements to make an event a success.

- a. Define Resource Management in Events. (05 Marks)
- b. Why Resource Management is important? (05 Marks)

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- c. Assume that you conducted CINEC Tourism Day 2022 in the University premises. Identify different internal and external resource requirements of the event using relevant examples. (10 Marks)

Question 06

MICE tourism industry is a one of the major components of the events industry, which has no seasonal impacts, and which consists of ability to earn highest economic revenue to the country.

- a) Identify why MICE industry is considered as a component which doesn't get impacted by seasonality. (05 Marks)
- b) During the economic crisis it is perceived that MICE industry is ideal to be promoted to boost the countries' economy. Discuss. (15 Marks)

Question 07

An Event Management team should consist of employees with the right capabilities and right attitudes having the potential to coordinate and organize events. The success factor of any events depends on the event team. Explain how the staffing, training and development and compensation should occur in each stage of the product development cycle. (20 Marks)

Question 08

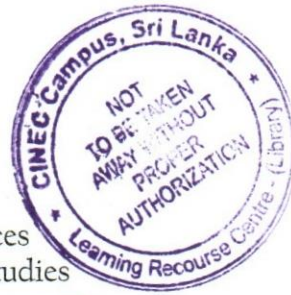
The success of an event depends on the how the Event Manager and the team get successful in conduct the event with perfections. For the event to be perfect, rehearsing the event couple of times is required.

- a. Identify the importance of rehearsing an event couple of times before the actual event. (10 Marks)
- b. What are the things to be done rehearsing for the actual events? Use relevant examples. (10 Marks)

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



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00027

Year 3 Semester I
SEMESTER END EXAMINATION
SUSTAINABLE DEVELOPMENT IN TOURISM - THM 31053

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

Date: 2022.09.22

Pass mark: 40%

Time: 03 Hours

Question 01 (Compulsory)

- Define Sustainable tourism (04 Marks)
- Briefly explain the three pillars of sustainability (06 Marks)
- Identify 5 different features of sustainable tourism and mass tourism (05 Marks)
- Briefly discuss 5 aims of sustainable tourism (05 Marks)

Question 02

- How can we develop sustainable tourism in a developing country? (04 Marks)
- Briefly explain 3 objectives of sustainable tourism developments (06 Marks)
- Discuss the importance of circular economy and its relationship with sustainable development. (10 Marks)

Question 03

- What is Sustainable Tourism Marketing? (04 Marks)
- Name 4 sustainable marketing strategies and explain each briefly (08 Marks)
- Briefly discuss the disaster cycle with an example. (08 Marks)



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Question 04

Though the tourism industry has a variety of positive impacts, the percentage of negative impacts are on the rise now. Explain how Sustainable Tourism can help to mitigate the Socio-cultural and Environmental impacts of tourism. (20 Marks)

Question 05

Cooperate Social Responsibility is considered as an integral part of sustainable development.

- a. What is Cooperate Social Responsibility? (05 Marks)
- b. Describe the relationship between Sustainable Development and Cooperate Social Responsibility. (15 Marks)

Question 06

Write short notes explaining the sustainable tourism practices of the following countries.

- a. Maldives
- b. Denmark
- c. New Zealand
- d. Kenya (20 Marks)

Question 07

- a. There are many challenges in developing Sustainable tourism. Identify the biggest challenge in developing sustainable tourism. Explain with examples. (10 Marks)
- b. The sustainability indicators are very important in tourism planning process. Discuss 2 Sustainable Development Goals of your choice with the relevant indicators. (10 Marks)

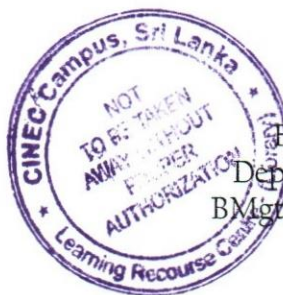


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Question 08

61% of travelers state that the pandemic has made them want to travel more sustainably in the future while 39% of travelers admit the pandemic has shifted their attitude to make positive changes in their everyday lives. Analyze the new trends of Sustainable tourism. (Include at least 8 new trends in your answer.) (20 Marks)

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



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Year 3 Semester I
 SEMESTER END EXAMINATION
 International Tourism Marketing – THM 31023

- This paper consists of EIGHT (08) questions on TEN (10) pages.
- Answer FIVE (05) questions including question 01.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly.

Date: 2022.09.21

Pass mark: 40%

Time: 03 Hours

Question 01 (Compulsory)

Underline the correct answer and attached question paper to the Answer Book or write correct number related to the question.

01. Select the wrong statement regarding modern Marketing

- Marketing refers to all activities a company does to promote and sell products or services to consumers.
- Marketing related to products makes use of the "marketing mix," also known as the four Ps – product, price, place, and promotion.
- Though traditional marketing is still prevalent, digital marketing now allows companies to engage in e-mail, social media, affiliate, and content marketing strategies.
- At its core, marketing isn't seeks to take a product or service, identify its ideal customers, and draw the customers' attention to the product or service available.

02. What are the principal five customer touch points with regard to modern digital marketing?

- Awareness- Consideration- Purchase – After sale Service - Loyalty
- Engagement-Purchasing-Loyalty-CRM-After Sales support

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- C. Advertising - Conversions-Purchasing- After Sales support
- D. CRM-After sales Supports-Engagement-Purchasing- Conversion

03. Select the wrong statement to define the Digital Media

- A. Digital media is any form of media that uses electronic devices & ICT for distribution
- B. Digital media refers any form of media that uses electronic methods, Systems & devices to produce & distribute contents.
- C. This form of media can be created, viewed, modified and distributed via electronic devices that internet enable or not connected.
- D. Digital media isn't commonly identify as software, video games, videos, websites, blogs, social media, Micro blogs, apps and any type of online or off line contents flat foams.

04. In Tourism, products & services marketing, we must consider four unique characteristics: They are....

- A. Intangibility, Liability, Variability, and Perishability
- B. Intangibility, Inseparability, Variability, and Perishability
- C. Intangibility, Inseparability, Variability, and Marketability
- D. Intangibility, Inseparability, Salability, and Perishability

05. Select the correct statement regarding the Perishability factor in service marketing

- A. The services cannot be stored for sale in the future like goods.
- B. It is important for businesses because it determines sale prices, inventory levels, and marketing strategies for a given product.
- C. They will decay within a short amount of time
- D. All the statements are correct

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06. Service marketing triangle describes the relationship between three essential elements of a service industry. What are they?

- A. Company, Employees and Consumers
- B. Company, Marketing Staffs & Customers
- C. Company, managers & Consumers
- D. Consumers, Sales staffs & senior managers

07. What is the wrong statement related to International Marketing

- A. It is defined as marketing on a worldwide scale reconciling or taking global operational differences, similarities and opportunities in order to reach global marketing objectives
- B. International marketing is the application of marketing principles by industries in one or more than one country in operation.
- C. It is possible for companies to conduct business in almost any country around the world, thanks to the advances in international marketing & International Business Environment.
- D. International marketing hardly act as an instrument of global growth and development.

08. What is the wrong or unsuitable statement regarding FDI Entry Strategy

- A. FDI is a company's physical capital investment such as into the building and facilities in the foreign country
- B. FDI Acts as a domestic business with a full scale of activity in the host country
- C. Companies practice FDI to get benefits from cheaper labor costs, tax exemptions, and other privileges in that foreign country.
- D. FDI won't help facilitate progressive internal policy reforms of the host country, and enhance the economic situation.

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09. An embargo is an official ban on importing, exporting or taking part in specific commercial activities with a specific country & it considers as a non-tariff barrier in International Marketing. Identify the wrong statement related to embargo.

- A. Governments will be able to stops the export or import of a product completely
- B. Countries wish to protect their own industries from international competition
- C. It prevents sensitive product imports
- D. It isn't value Vital to a nation's defense system

10. The Tourism destination development can be extremely beneficial for an area or destination in various ways. Select the wrong statement regarding the Destination Development.

- A. Multi-dimensional Economical Enhancement could be at the Destination
- B. Backwards & Forward Economical Linkages expands the host economy
- C. Generate Employments at the Destination area
- D. Not create adequate Community Involvements at the destination

11. There are 04 statement related to the Power distance component in The Cultural dimensions of Hofstede's theory. Identify the wrong fact related to the concept.

- A. This dimension expresses clearly the power should be distributed equally
- B. It Beliefs about the appropriate distribution of power in society
- C. The fundamental issue here is how a society handles inequalities among people
- D. Power distance refers to the relationship between governing authority and subordinate individuals

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12. Globalization is a term used to describe how economy, trade, technology & culture have made the world into a more connected and interdependent place. What is the wrong information related to the Globalization Benefits?

- A. It create Competitive advantageous around the globe
- B. It creates adequate space to Technology Transfer
- C. Globalization penning larger & diverse market for all
- D. It is not appropriate sharing cultural & knowledge

13. The principles of sustainability are the foundations of what this concept represents. Therefore, sustainability is made up of three pillars: what are they?

- A. Economical-Social & Political
- B. Social-Scientific & Environmental
- C. Environmental - Business & Economical
- D. People - Planet & Profit

14. Social marketing concept has the primary goal of achieving "common good". There are 04 statements regarding the concept. Find the incorrect statement.

- A. Social marketing is an approach used to develop activities aimed at changing or maintaining people's behavior
- B. In social marketing the product is a behavior change or a shift in people's attitude
- C. Social marketing is the use of commercial marketing principles and techniques to improve the welfare of people and the physical, social and economic environment in which they live
- D. All are correct

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15. There are few key takeaways from the concept of Product portfolio. There is unmatched fact & select that statement.

- A. A product portfolio is the menu of goods or services that a firm producer and offers for sale.
- B. Analysis of product portfolios can give deep and nuanced insight into the workings of a company and its earnings potential.
- C. Products portfolios will tend to be different for mature versus younger growth companies.
- D. Younger firms with small portfolios aren't more exposed to the performance of their main products, which can lead to greater operational volatility.

16. Identify wrong statement related to the CRM

- A. CRM helps to the streamline the Leads & Sales management
- B. CRM delivers actionable insights & Detailed analytics
- C. CRM Integrates with social media
- D. CRM not facilitates sales team communication & accurate sales forecasting

17. Logistics refers to the overall process of managing how resources are acquired, stored, and transported to their final destination. Recognize the wrong statement regarding Logistics Management.

- A. Logistics is the overall process of managing how resources are acquired, stored, and transported to their final destination.
- B. Poor logistics in a business can impact its bottom line.
- C. Logistics is now used widely in the business sector, particularly by companies in the manufacturing sectors, to refer to how resources are handled and moved along the supply chain.
- D. Tourism & Hospitality companies may not choose to outsource the management of their logistics.

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18. Select the wrong statement related to Gray Marketing Concept.

- A. Gray market refers to products or Services that are sold legally, but outside of the brand's permission.
- B. The gray market also refers to products, often imports that are sold through alternative retail channels.
- C. Though the unofficial status of the gray marketing, it isn't increase the riskiness
- D. All are Wrong

19. Select wrong statement regarding the market segmentation concept

- A. It seeks to identify targeted groups of consumers to tailor products and branding in a way that is attractive to the group.
- B. Markets can be segmented in several ways such as geographically, demographically, or behaviorally.
- C. It helps companies minimize risk by figuring out which products are the most likely to earn a share of a target market.
- D. With risk minimized and clarity about the marketing and delivery of a product heightened a company not easy to focus its resources on efforts likely to be the most profitable.

20. There are key takeaways on Social Networking concept mentioned below. Identify the incorrect statement.

- A. Social networking is the use of internet-based social media platforms to stay connected with friends, family, or peers.
- B. Marketers use social networking for increasing brand recognition and encouraging brand loyalty.
- C. Social media can help connect people and businesses and can help promote brand awareness.
- D. There are no disadvantages related to social media, including the spread of misinformation and the high cost of using and maintaining social network profiles.

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Question 02

I. "Marketing is a process rather than a single action which includes Products, advertising, selling, and delivering products to consumers & other related businesses & process".

Explain the above statement with 4ps marketing concept with suitable examples (10 Marks)

II. Service marketing is much different from product marketing, where the sale of tangible goods is sold.

Clarify the above statement with suitable examples by explaining characteristics (10 Marks)

Question 03

"International Market entry strategies provide businesses with a roadmap to enter into international markets. Since there are many methods, companies can use to sell their goods globally, they will choose the best approach based on their goals and target market".

Explain 04 market entry strategies with practical examples (20 Marks)

Question 04

I. "International trade is carried out by both businesses/Companies and governments around the globe in various ways. There are many barriers on the ground situation to tackle strategically".

Discuss what the major obstacles are in the international trade (10 Marks)

II. "A trading bloc is a type of intergovernmental agreement, often part of a regional intergovernmental organization, where regional barriers to international trade, are reduced or eliminated among the participating states."

Examine above statement with one trade block (10 Marks)

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Question 05

I. "Cultural variety and diversity can be an attraction for tourists, therefore it definitely be beneficial to a country's tourism competitiveness & reach to competitive advantages."

Justify above statement with appropriate examples (10 Marks)

II. Explain Gerard Hendrik (Geert) Hofstede's Cultural dimensions in brief (10 Marks)

Question 06

"To analyze business needs, goals or objectives suitable technique or tools plays a vital role. There are many business analysis techniques used by the Business Analyst."

There are four most popular techniques mentioned below & explain one of them with practical application.

I. SWOT Analysis II. PESTLE Analysis

III. Ansoft Matrix Analysis IV, BCG matrix Analysis

(20 Marks)

Question 07

I. "Development that meets the needs of the present without compromising the ability of future generations to meet their own needs is a required concept related to development literacy". (10 Marks)

Explain the statement with practical examples

II. "Green marketing describes a company's efforts to maintain the environmental sustainability of its marketing practices".

Discuss the above statement with tourism examples (10 Marks)

Question 08

Write 04 short notes on following topics

Social Marketing

Digital Marketing

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MICE tourism

Destination management

Pricing Strategy

Globalization & Tourism

International advertising strategies

Social networking

(20 Marks)

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



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BMgt Hons in Tourism and Hospitality Management
Course CODE: BMgt 556/557



Year 3 Semester I
SEMESTER END EXAMINATION
Catering Technology and Management – THM 31043

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

Date: 2022.09.20

Pass mark: 40%

Time: 03 Hours

Question 01 (Compulsory)

a) "The COVID-19 pandemic has turned the catering industry on its head, as industry staples like business conferences, large weddings, and other big gatherings have been canceled across the board with no clear indication for when these events will return in a regular fashion. With the shift towards virtual meetings and creative alternatives to in-person events, it looks like many companies may continue to hold their events online, even long after the effects and restrictions of the pandemic have eased."

1. Discuss how COVID-19 pandemic situation effects Global Catering Business?
(08 Marks)
2. What are the challenges and opportunities you can identify in a Global Catering business
(06 Marks)
3. How badly effect online events to Global Catering Business
(06 Marks)

Question 02

A food service system can be defined as "an integrated program in which procurement, storage, preparation, and service of food and beverages and the equipment and methods required to accomplish these objectives are fully coordinated for minimum labor, optimum customer satisfaction, quality, and cost control "

- a) Briefly explain about different type of Food Services systems in Global Food industry.
(08 Marks)

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- b) "Central Production Kitchen is mostly recommended for chain restaurants" critically discuss about this statement (06 Marks)
- c) From the cost point of view which Food Services System is more preferable for Ala'Carte Restaurant, briefly discuss (06 Marks)

Question 03

Write short notes for following questions (Select 05) (20 Marks)

1. Define Chinese Theme nights for dinners?
2. Airline Catering and Central Production Kitchen?
3. Catering department contribution to Food & Beverage Department?
4. What is a Gantt Chart?
5. What is a Hallmark event?
6. What is Contingency plan for an event?
7. Why Staff management is so critical in an Outdoor event?

Question 04

"For a tourism day celebrations Cinec Campus Malabe will organize a World Tourism Day Celebrations at University premises on 27th September 2022"

- a) Develop your own concept to above event (10 Marks)
- b) Develop Gantt Chart / Time line for above event (10 Marks)

Question 05

The Run Sheet, also referred to as the Event Production Schedule, Run of Show, or Event Schedule, lists the entire schedule of an event day. The Event Run Sheet is probably the most important event planning tool that you can have on event day.

- a) What are key/main components in a Running sheet (05 Marks)
- b) Develop your own Event Sheet / Running Sheet for any event (08 Marks)
- c) Briefly discuss about important checklists in a Food and beverage or catering operation in a outdoor mass event (07 Marks)

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Question 06

- a) Please explain about following type of services briefly (04 Marks)
1. American Service
 2. Buffet Service
- b) Briefly explain about Dinner Buffet layout in a 5* Star Sri Lankan Restaurant (06 Marks)
- c) Airline Catering is a very challenge full operation under catering business, briefly explain about the statement (10 Marks)

Question 07

Closing down the Event Stage requires effort and planning - it's crucial for organizational reputation and following up on commitments, promises and making resources available.

- a) Briefly explain about the importunacy of having proper close down plan for an event as a Catering Supplier (05 Marks)
- b) Critically discuss about Shutdown activities in an event industry (08 Marks)
- c) What are the main meeting rooms setups in Event/Catering industry (Explain with the Drawings) (07 Marks)

Question 08

Write short descriptions about following Topics (20 Marks)

- a) Attendees check list in an Event
- b) Food Sustainably in a Catering industry
- c) Off Premise catering
- d) On Premises catering
- e) Kitchen Order Ticket (KOT)
- f) Beverage Order Ticket (BOT)
- g) Food Cost in a Restaurant
- h) Risk Management in a event industry
- i) Trade Show
- j) MICE

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



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Year 3 Semester I
END SEMESTER EXAMINATION
Tourism Planning and Development – THM 31013

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

Date: 2022.09.19

Pass mark: 40%

Time: 03 Hours

Question 01: (Compulsory)

Sri Lanka should be the next top tourist destination. The country lost many opportunities due to the civil war, tsunami, Easter Sunday attacks, COVID, and now the economic crisis. However, amidst the challenges, Sri Lankans have always shown the world that they can take strength from the slightest positivity and be resilient. The industry stakeholders are eager to progress, and everyone has the right attitude of wanting to do things. The positive nature of the people and the industry are commendable. How do you perceive tourism planning to be done during this economic crisis? Explain using the tourism planning process. (20 Marks)

Question 02

Tourism planning is an essential component of the tourism industry. If the tourism planning is not occurring properly in the tourism destination, there are going to be lot of negative consequences. Identify different types of tourism planning approaches and define the best approach for Sri Lanka tourism using relevant examples. (20 Marks)



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Question 03

National Physical Planning Policy provide an understanding on integrated land use and infrastructure framework that will enable Sri Lanka to make best use of its natural resources and strategic location in the South Asia Region. Identify and describe five different planning approaches described by National Physical Planning Policy 2017-2050. (20 Marks)

Question 04

Any place or places with pleasant environment and atmosphere conducive to comfort, headful relaxation and rest, offering food and accommodation and recreational facilities for the public for a cost is a resort. Identify any type of resort according to your preference and elaborate the resort planning process. (20 Marks)

Question 05

Tourism attractions are one important element that a destination requires to practice tourism business. Attractions can be natural attractions, cultural attractions and special type of attractions. Do you think it is important to plan the attractions in the tourism destination? Criticise using examples. (20 Marks)

Question 06

Tourism planning is one of the most essential things to consider when we are considering the sustaining factor of the tourism industry. If tourism planning is not happening in a destination, the negative consequences the country must face will be high. Therefore, it is important to focus on the tourism planning always. As an initiative by the SLTDA and SLAITO, it is aimed at focus on the new product development on 9 provinces aiming to promote the untapped potential. Discuss about the effectiveness of using 9 provinces and promote untapped potentials in Sri Lanka tourism using examples. (20 Marks)



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Question 07

Informal planning directs towards lot of negative circumstances. In order to make sure that the industry is sustaining it is mandatory to have good, solid tourism planning with the right people from the industry. Identify the consequences of negative tourism planning and using examples explain how we can mitigate such negative impact. (20 Marks)

Question 08

Tourism informal businesses impacts on creating a negative image on the tourism destination. It is found out from the statistics that more than the formal tourism establishments, there are informal establishments. Discuss the impact of informal tourism establishments to Sri Lanka and identify methods to overcome this problem. (20 Marks)

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

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CINEC Campus
Faculty of Management and Social Sciences
Department of Management and Business Studies
BMgt Honors in Tourism and Hospitality Management
Course CODE: Mgt556



Year 3 Semester I
FINAL EXAMINATION
Human Resource Management in Tourism – THM31062

- This paper consists of SEVEN(07) questions on EIGHT (08) pages.
- Answer Any FOUR (04) questions including Question 01.
- Only non-programmable calculators are allowed.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.

Date: 2022.09.16

Pass mark: 40%

Time: 02 Hours

Question 01:(Compulsory)

SELECT MOST APPROPRIATE ANSWER OUT OF THE GIVEN CHOICES.

1. Main goal of Human Resource Management (HRM) is
 - (a) provide and maintain a qualified work force which gives the maximum contribution to the attainment of primary goals of the organization
 - (b) provide and maintain an appropriate work force which gives the maximum contribution to the attainment of primary goals of the organization
 - (c) provide and maintain a sufficient work force which gives the maximum contribution to the attainment of primary goals of the organization
 - (d) provide and maintain an efficient work force which gives the maximum contribution to the attainment of primary goals of the organization
2. One of the strategic goals of HRM is
 - (a) Employee Development
 - (b) To procure right people at the right time to do the right jobs
 - (c) To motivate employees
 - (d) To control the cost of employees



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3. Why is HR Management Important to All Managers
 - (a) To evaluate job
 - (b) To improve performance
 - (c) To improve job performance
 - (d) To evaluate job performance

4. Job context means;
 - (a) Factors that are inside the job and describes the environment within which the job is performed
 - (b) The tasks, duties and responsibilities require to perform a job
 - (c) The activities require to perform a job
 - (d) Factors that are outside the job and describes the environment within which the job is performed

5. One of the main Job Designing responsibility of a staff manager is;
 - (a) Monitors need for job redesign organisation-wide
 - (b) Researches and provides information on effect of various designs on employee performance, satisfaction, and health
 - (c) Actually design jobs with help from HR department and employees
 - (d) May identify experts in various kinds of redesign to help when needed

6. Alternative Job Designing methods for Job Specialisation;
 - (a) Scientific Method, Job Rotation, Job Enrichment
 - (b) Job Enlargement, Job Rotation, Job Enrichment
 - (c) Scientific Method, Job Rotation, Job Enlargement
 - (d) Scientific Method, Job Enlargement, Job Enrichment



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7. First step of Job analysis process is;
 - (a) Familiarize with the nature and the type of the organization
 - (b) Identify jobs available and select the job(s) to be analyzed
 - (c) Develop Job Analysis Information Format
 - (d) Identify the method to Collect Data

8. A deeper understanding about the job can be taken through;
 - (a) Interview
 - (b) Questionnaire
 - (c) Observation
 - (d) Examination

9. Job Specification is a
 - (e) Job Profile
 - (f) Profile of the Human Characteristics of a particular job
 - (g) Profile of a Job Position
 - (h) Profile of the Human Characteristics of a particular job Position

10. Two consequences of poor HRP
 - (a) Over staff, High productivity
 - (b) Low productivity, Optimum level of staff
 - (c) Over staff, Low productivity
 - (d) High productivity, Optimum level of staff

11. Human Resource planning involves
 - (a) Forecasting number of employees needed for a certain future period



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- (b) Forecasting number and types of employees needed currently
- (c) Forecasting number and types of employees needed for a certain future period
- (d) Forecasting number of employees needed for a certain future period

12. One of the factors affecting future demand for human resources is;

- (a) Demand for the product concerned
- (b) Supply for the product concerned
- (c) Sales for the product concerned
- (d) Marketing for the product concerned

13. Recruitment process starts from

- (a) Ascertain Job Requirement
- (b) Identify Job Vacancies
- (c) Consider Factors affecting Recruitment
- (d) Receive Applications

14. Main two methods of recruitment

- (a) Demand, Supply
- (b) Proactive, Corrective
- (c) Internal, External
- (d) Long term, Short term

15. Recruitment is a method of finding qualified people for job vacancies

- (a) Most
- (b) Suitably



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- (c) Correctly
- (d) Timely

(01 Mark*15=15 Marks)

16. Inputs and Requirements to selection

- (a) High Standards, High Selection Ratio
- (b) High Selection Ratio, Low Budget
- (c) High Selection Ratios, Good Selectors
- (d) Good Selection Ratio, Good Selectors

17. makes selection methods good

- (a) Reliability
- (b) Effectiveness
- (c) Efficiency
- (d) Honestly

18. Observational selection method is

- (a) Application
- (b) Exam
- (c) Interview
- (d) Background search

19. Three stages of Schein's Socialization Model

- (a) Commencement, Socialization, Mutual Acceptance
- (b) Entry, Induction, Mutual Acceptance



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- (c) Entry, Socialization, Mutual Acceptance
- (d) Entry, Socialization, Agreement

20. First step of Hiring is

- (a) Notification of the job offer
- (b) Identify the most suitable person
- (c) Evaluate the candidates
- (d) Preparation of the Appointment Letter

(02 Marks*5 = 10 Marks)

Question 02

Sri Lankan Airlines is facing a major crisis after 30 out of about 300 pilots have joined other airlines, making the national carrier's task to operate its daily flights difficult. Sri Lankan Airlines' Corporate management Head Chandana de Silva told the Sunday Times yesterday the national carrier found it difficult to run long hold flights given the shortage of pilots, but the pilot exodus had not affected flights to close destinations.

The crisis, which is likely to continue for a few more weeks, has forced Sri Lankan Airlines to cancel two London-bound flights on Thursday and Friday. Mr. de Silva said they took steps to reroute the passengers of the two flights in other carriers. He said that the airline was making all efforts to maintain the normal schedule despite the pilot shortage. He said that they are in the process of recruiting new pilots but added that it would take same time for the situation to return to normalcy. Mr. de Silva said that it was not unusual for pilots to leave for other airlines seeking better prospects.

The Sunday Times learns that pilots have been leaving at regular intervals with a few more due to leave in the next few months. Among some of the senior pilots to leave was



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Captain Ramesh Jayasinghe who left after citing reasons of harassment. Mr. Jayasinghe with 15 years of experience was an instructor as well.

- (a) What is the main reason for the crisis of the national carrier? (10 Marks)
- (b) What is your course of solutions for the crisis? (15 Marks)

Source: Adapted from the main news appeared in the Sunday Times, February 26, 2006

Question 03

- (a) Define the term "Job Designing". (03 Marks)
- (b) Identify the two components of the Job. (04 Marks)
- (c) It is more likely that making the job more productive by using more efficiency elements causes productive by using more efficiency elements causes it to be less satisfying. Contradictorily, making the job more satisfying by using more behavioral elements more likely proves to be less productive. It means that more likely proves to be less productive. It means that attempting to achieve both productivity and employee satisfaction to the highest extent is mutually exclusive (contradictory).
- What should the Human Resource Specialist do? (18 Marks)

Question 04

- (a) Define the term "Job Analysis." (03 Marks)
- (b) Identify the 2 main outputs of Job Analysis. (04 Marks)
- (c) Briefly explain benefits of Job analysis process. (18 Marks)



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Question 05

- (a) Define the Human Resource Planning (HRP). (03 Marks)
- (b) Briefly explain two importance of HRP. (08 Marks)
- (c) Identify the steps of HRP and briefly explain each. (14 Marks)

Question 06

- (a) Define the term "Recruitment." (03 Marks)
- (b) Briefly explain the internal sources of recruitment. (08 Marks)
- (c) Briefly explain the recruitment process. (14 Marks)

Question 07

- (c) Define the term "Selection" (03 Marks)
- (d) Briefly explain the 3 importance of Selection. (09 Marks)
- (c) Briefly explain the Selection process. (13 Marks)

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

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Year 3 Semester I
SEMESTER END EXAMINATION
Human Resource Management in Tourism – THM 31062

- This paper consists of EIGHT questions on NINE (09) pages.
- Answer ~~FIVE~~ ^{FOUR} (05) questions including question 01.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly.
- Formulae sheet and three statistical tables are attached.

Date: 2020.09.19

Pass mark: 40%

Time: 02 Hours

Question 01: (Compulsory) – Write the Correct answer in the booklet

1. Human Resource Management (HRM) is a process of and utilization of human resource in order to achieve organizational goals
 - (a) suitably, productive
 - (b) suitably, optimum
 - (c) productive, optimum
 - (d) effective, efficient
2. Job is;
 - (a) a group of related activities and duties
 - (b) an effective and efficient utilization of work
 - (c) a group of related activities performed by a person
 - (d) an effective and efficient utilization of a person for work activities
3. Simply productivity improvement means;
 - (a) doing best in tomorrow
 - (b) doing best in today
 - (c) doing better on tomorrow than today
 - (d) increase the output

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4. What are the main two components of a job
 - (a) Job Description and Job Specification
 - (b) Job content and job context
 - (c) Job Design and Job Analysis
 - (d) Job and Job Holder

5. Two things that HR specialists normally collect in job Analysis
 - (a) Work activities, Human Behavior
 - (b) Work activities, Human Behavior prior to enter the job
 - (c) Machine, tools, equipment and work aids, Human Behavior prior to enter the job
 - (d) Machine, tools, equipment and work aids, Personal Characteristics of the job Holder

6. Advantage of "Observation" as a method of collection data in Job Analysis
 - (a) A deeper understanding of the job
 - (b) First-hand information regarding characteristics and activities
 - (c) It is possible to collect data about many jobs
 - (d) It is not time consuming

7. Importance of Recruitment in HRM
 - (a) To discover qualified people; To attract an adequate number of job applicants
 - (b) To discover qualified people Job commitment; To ensure optimum use of human resource currently employed
 - (c) To ensure optimum use of human resource currently employed; To attract an adequate number of job applicants
 - (d) To attract an adequate number of job applicants; To get the right person for the job vacancy

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8. Recruitment process starts from;
- (a) Identify Job Vacancies
 - (b) a traditional work schedule in which employee works for fewer days per week but more hours for each day of working
 - (c) Familiarize with the nature and the type of the organization
 - (d) Identify jobs available to be analyzed
9. Job Analysis Is a process of examining jobs in order to identify
- (a) the results that are expected by job holder
 - (b) the results that are expected by customer
 - (c) the results that are expected to be achieved
 - (d) the results that are expected by supplier
10. can be used to familiarize with the nature and the type of the organization
- (a) Departmental plan
 - (b) Strategic plan
 - (c) Tactic plan
 - (d) Operational plan
11. First step of Human Resource Planning (HRP)
- (a) Estimate Supply of HR
 - (b) Forecast Future Needs for HR
 - (c) Decide Strategies
 - (d) Compare the Forecasted Demand of HR with Supply
12. Two consequences of poor HRP
- (a) Over staff, High productivity
 - (b) Low productivity, Optimum level of staff
 - (c) Over staff, Low productivity

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(d) High productivity, Optimum level of staff

13. Selection means choosing the most person for an organization the results that are expected by job holder

- (a) qualified
- (b) appropriate
- (c) educated
- (d) experienced

14. Errors of the selection decision;

- (a) False negative, False positive
- (b) False positive, True positive
- (c) True positive, True negative
- (d) True negative, False negative

15. In which method the job analyst observes directly the incumbent performing

- (a) Interview
- (b) Questionnaire
- (c) Observing
- (d) Participating

16. Two main things of Human Resource Planning (HRP)

- (a) Management and skill inventory
- (b) Forecasting number and types of employees
- (c) General and specific statement
- (d) Statements and succession planning

17. Last step of Hiring

- (a) Appointment for the waiting list

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- (b) Notification of Job Offer
- (c) Preparation of the Appointment
- (d) Entering the Job Contract

18. What are two shocks can be reduced through "Induction"

- (a) Cultural, Real
- (b) Cultural, Personal
- (c) Real, Personal
- (d) Personal, Behavioral

19. A principal of managing a probationer;

- (a) To evaluate job
- (b) To improve performance
- (c) To improve job performance
- (d) To evaluate job performance

20. Three stages of Schein's Socialization Model

- (a) Commencement, Socialization, Mutual Acceptance
- (a) Entry, Induction, Mutual Acceptance
- (b) Entry, Socialization, Mutual Acceptance
- (c) Entry, Socialization, Agreement

21. Factors affecting HRP

- (a) Planning type, Organizational Conditions
- (b) Organizational Goals, Organizational Conditions
- (c) Organizational Goals, Planning type
- (d) Organizational Goals, Organizational statement

22. Forecasting technique which can be used to predict future requirement of HR

- (a) Succession planning

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- (b) Internal HR audit
- (c) Skill inventory
- (d) Delphi Method

23. Three purposes of performance evaluation

- (a) Administrative, Development, Information
- (b) Administrative, Training, Information
- (c) Planning, Development, Information
- (d) Administrative, Planning, Information

24. Characteristics of performance evaluation criteria

- (a) Relevance, Sensitivity
- (b) Relevance, Timely
- (c) Timely, Sensitivity
- (d) Timely, Correctly

25. Recruitment is a method of finding qualified people for job vacancies

- (a) Most
- (b) Suitably
- (c) Correctly
- (d) Timely

(01 Mark*25 = 25 Marks)

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Question 02

Umanga Product Company has recently hired a Personnel Assistant, Nirmala Piyumi. Nirmala just received a University degree in Business Administration with second class (lower) honours. Hemantha, the Personnel Manager, was extremely pleased to find someone who had some familiarity with basic management concepts and theory of personnel management and industrial relations since he was the entire Personnel Department, expect for a clerk-typist.

During the interview Hemantha emphasized that he planned to have Nirmala to work as his assistant and that she would do some interviewing and be responsible for maintaining employee records. Because the company has had about 350 employees, Hemantha had been too busy to prepare anything a job description except for some scrawled notes on the back of an envelope. Everything went fine for the first week for Nirmala. On Monday of the second week, Hemantha called Nirmala into his office room and explained that there was another minor duty that he had not mentioned to her. Hemantha said, "In order to get approval to hire you from CEO, I had to agree that whoever was hired would be the relief receptionist from 11.30a.m. to 12.30p.m. every day. The reception board is usually quite busy and we wanted to be sure someone who is capable would be the backup. "Nirmala was not happy about this assignment being sprung on her, but she agreed to try it for a while.

Within two weeks she was beginning to dread having to work the reception board an hour every day. Also, she discovered that she was expected to be the relief if the receptionist was sick or unable to work. On Wednesday and Thursday of the third week then regular receptionist was sick and Nirmala worked for her. On that Friday, Nirmala told Hemantha she was quitting in two weeks. When asked why, Nirmala replied, "You misrepresented the job to me. You never said anything about my receptionist duties. If you had, I probably would not have taken the job."

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- (a) What is /are the problem/s being faced by the Company? (07 Marks)
- (b) Explain why the company is facing the problem/s. (08 Marks)
- (c) How do you solve the problem/s? (10 Marks)

Source: Adapted from Mathis and Jackson, 1979

Question 03

- (a) Identify five unique characteristics of Human Resource Management. (06 Marks)
- (b) Briefly explain two viewpoints of Human Resource Management. (08 Marks)
- (c) "Responsibility of HRM rests with every manager in an organization." Elaborate this statement. (11 Marks)

Question 04

- (a) Why job designing is significant? Briefly explain. (06 Marks)
- (b) What are the techniques of Job Design? Describe each technique briefly. (08 Marks)
- (c) It is more likely that making the job more productive by using more efficiency elements causes productive by using more efficiency elements causes it to be less satisfying. Contradictorily, making the job more satisfying by using more behavioral elements more likely proves to be less productive. It means that more likely proves to be less productive. It means that attempting to achieve both productivity and employee satisfaction to the highest extent is mutually exclusive (contradictory).
What should the Human Resource Specialist do? (11 Marks)

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Question 05

- (a) Define the term "Recruitment". (05 Marks)
- (b) "Recruitment is a very important human resource management function." Explain this statement. (08 Marks)
- (c) "It is more appropriate to fill job vacancies in an organisation internally through promotions." Do you agree with this statement or not? Why? (12 Marks)

Question 06

- (a) Identify two advantages and two disadvantages of applications as a method of employee selection. (05 Marks)
- (b) "Three properties of an employment test are reliability, validity and practicability." Describe. (08 Marks)
- (c) Assume you are supposed to hold an employment interview to select three job applicants for the post of Receptionist. Describe distinctly how you activate in this regard. (12 Marks)

Question 07

- (a) Identify three main steps of "Hiring" process of Human Resource Management. (05 Marks)
- (b) Briefly explain two principles of managing probationers. (08 Marks)
- (c) Briefly explain three steps of "Induction" programme. (12 Marks)

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

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Year 3 Semester I
SEMESTER END EXAMINATION
Catering Technology and Management – THM 31043

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

Date: 2020.09.15

Pass mark: 40%

Time: 03 Hours

Question 01: (Compulsory)

a) "Catering industry or food and beverage industry refers those places, companies and institutions that provide meals eaten away from home. This industry includes restaurants, hospital and school cafeterias, catering operations, and many others format including "on-premises" and "off-premises" caterings"

(1) What we mean by Off Premises Catering in Food and Beverage Industry?(05 Marks)

(2) What are the challenges you have to face in an off premises catering event?

(05 Marks)

b) The systems differ in where the food is prepared" in relation to "where it is served", the "time span" between preparation and service, the forms of foods purchased, methods of holding prepared foods and "the amount and kind of labor and equipment required"

Please explain following Food Service systems in briefly (05 Marks)

1) Assembly/Serve

2) Commissary (Central Production Kitchen)

c) Critically discuss about Food Trends in 2020 (05 Marks)

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Question 02

Food service has a number of different styles of service

- a) As a Food and Beverage handler why you should aware about different type of services in the hotel operation? (05 Marks)
- b) Please explain about following type of services briefly (05 Marks)
1. Guéridon Service
 2. Silver Service / Platter to plate
- c) What are the advantages and disadvantage in Buffet service, discuss critically (10 Marks)

Question 03

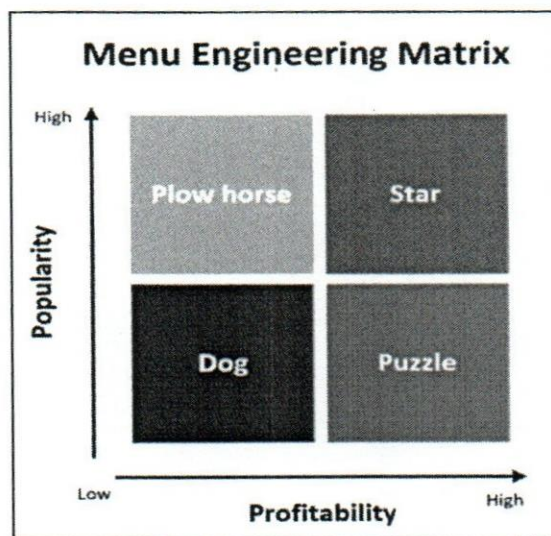
Write the short answer of any twelve (05) from the following questions. (20 Marks)

1. What is the meaning of food and beverage service?
2. How many categories of Food and beverage?
3. What is the food and beverage in the hospitality industry?
4. What are the types of service?
5. Define American services?
6. Define English services?
7. Define French services?
8. What is carvery or buffet?

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Question 04

Menu engineering is by far the most critical ongoing cost-saving initiative in a restaurant, yet nearly 60% of restaurants don't do it at all according to Menu Cover Depot, and 30% don't do it effectively enough.



- Why Menu Engineering Matrix is so important for Fast food outlet (05 Marks)
- Develop your own menu for Fast food outlet (05 Marks)
- Do menu engineering matrix for your own menu (Use above menu) (05 Marks)
- What is the immediate action we can take for food items categorized under "Dog" in Menu engineering matrix (05 Marks)

Question 05

- Do a Sample menu card for Vegetarian/Vegan Indian Restaurant in Kandy City area (06 Marks)
- Do a 6 course menu with Westerns and Chinese dishes (06 Marks)
- What is a purpose of a Menu in a Hotel or Restaurant discuss briefly (08 Marks)

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Question 06

- a) Write short descriptions about following areas (15 Marks)
- Brunch -
 - Elevenes -
 - High tea -
 - Appetizer -
 - Du jour menu -
 - Cycle Menu -
 - All time Menu -
 - Sorbet -
 - Main course -
 - Vegan Food -
- b) Various faiths have differing requirements with regard to the ingredients that may be consumed, cover preparation methods, cooking procedures and equipment used
Discuss three Cultural and religious dietary influences in Food and beverage world
(05 Marks)

Question 07

- a) What Does Board Basis Mean? (05 Marks)
- b) What are benefits you will get after upgrade your meal plan from BB to AI?
(05 Marks)
- c) What are variations of Breakfast and discuss 02 variations with examples (Sample menu's)
(05 Marks)
- d) Please explain about benefits of theme nights in a buffer restaurant (05 Marks)

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Question 08

- a) Why food hygiene is important for food and beverage industry? (05 Marks)
- b) How does food become contaminated? (05 Marks)
- c) Please develop a do's and don'ts notice for Coffee shop staff who will restart outlet after covid 19 situation (10 Marks)

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

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Course CODE: BMgt 556/557

Year 3 Semester I
SEMESTER END EXAMINATION
Event Management – THM 31033

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

Date: 2020.09.12

Pass mark: 40%

Time: 02 Hours

Question 01: (Compulsory)

“An event is something that happens at a given place and time, for a reason with someone or something involved”

- a) What are the different sizes of events and explain briefly about each? (06 Marks)
- b) In a post covid situation what are the key challenges you will face in an event industry. (06 Marks)
- c) Do a Gantt Chart for Talent show in your university (03 months' timeline)? (06 Marks)
- d) What are the positive economic impacts after hosting International Level Trade show in Sri Lanka? (07 Marks)

Question 02:

“Events managers are responsible for organizing and running all kinds of promotional, business and social events. You would control the whole project, from planning at the start to running the event on the day” Food service has a number of different styles of service

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- a) Please develop job specification for Event manager who will be in charge of Reality show in TV channel. (07 Marks)
- b) What are the main challenges Event manager will face in a post event situation? (08 Marks)
- c) As an event manager please discuss briefly about advantages of previous event data, critically discuss (10 Marks)

Question 03:

Human resources play a crucial role in the planning of an event or conference, no matter how big or small the attendance is. This specific department are the go-to team for organization and support on a number of elements that all contribute to the smooth-running and success of an event.

- a) "Correct Recruitment procedure is very important for Event management" Critically discuss about this statement. (12 Marks)
- b) What are the advantages and disadvantages of using volunteers for event organizing? (06 Marks)
- c) What are the Stages of Team Development in Event Management? (07 Marks)

Question 04:

The event budget is a projection (forecast) of the income and expenditure that the event will incur based on plans made and information gathered

- a) What are the basic event budgeting rules briefly discuss? (06 Marks)

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- b) In an event budgeting process what are the main input items in a budget. (06 Marks)
- c) What are the positive advantages of Aware Latest Event Trends as an event organizer? (06 Marks)
- d) How we can improve unique Attendee Experiences by using event App. (07 Marks)

Question 05:

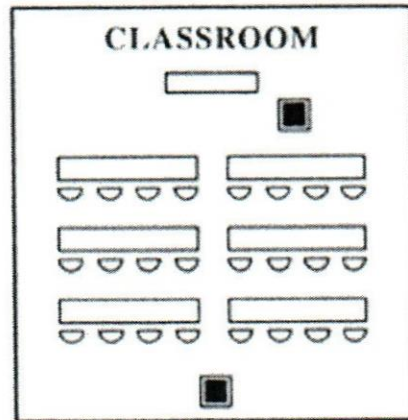
MICE stand for Meetings, Incentives, and Conferences and Exhibitions. This is therefore a business-oriented segment, involving obligatory (or non-discretionary) travel.

- a) In a Post Covid Situation how we can attract more MICE sector to Sri Lanka, critically discuss. (06 Marks)
- b) What is the major requirement to develop Kandy as a MICE destination in Sri Lanka? (07 Marks)
- c) How MICE will give more benefits for Local Community? (12 Marks)

Question 06:

- a) Please right down 5 Type of Meetings setups in an event industry. (12 Marks)
- b) In this picture you can see Classroom style meeting setup. Please draw 05 more meetings setups in your question paper. (06 Marks)

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- c) What are forms of incentive travel we can find out in world tourism. (07 Marks)

Question 07:

Sustainability isn't going anywhere. We are always looking for ways to go green and learn about how we can do our part to impact the environment. It would only make sense that this effort spills into the event industry. Sustainable events are one of our top choices for Event Trends in 2020.

- a) Why sustainable event is important for Country like Sri Lanka, Critically Discuss. (12 Marks)
- b) What are the global best practices in Sustainable event planning? (06 Marks)
- c) "Digital Platforms help to balance your sustainable practices and event budget"
Discuss about above statement. (07Marks)

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Question 08:

Write short notes about following areas

- a) Event Venue Check List
- b) Running Sheet
- c) Emergency Fund
- d) Public Relation
- e) Conventions
- f) Exhibitions
- g) Destination Management Company (DMC)
- h) Content Marketing
- i) Seamless Check-in
- j) Post Event evaluation

(25 Marks)

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

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Year 3 Semester I
SEMESTER END EXAMINATION
International Tourism Marketing – THM 31023

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

Date: 2020.09.10

Pass mark: 40%

Time: 03 Hours

Question 01: (Compulsory)

Tourism and Hospitality Business now needs to focus on it's marketing activities than ever before.

- (a) Briefly explain what marketing is (05 Marks)
- (b) Marketing Begins and ends with the customer. Explain this statement (10 Marks)
- (c) List five factors in the macro environment (05 Marks)

Question 02

- (a) Explain the factors that affects consumer buying behaviour in the Post Covid 19, for tourism and hospitality business (10 Marks)
- (b) What is the importance of conducting the environmental analysis? Explain with examples (10 Marks)

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Question 03

Market Segmentation, Targeting and Positioning is much important prior deciding the marketing mix activities. Support this statement with a suitable example from the Tourism Industry and explain how these three elements will have an impact on the marketing mix.

(20 Marks)

Question 04

(a) Explain the product levels of the tourism product. (10 Marks)

(b) Branding in the new normal plays a critical role in tourism destination marketing.

Explain (10 Marks)

Question 05

Pricing is one of the major elements in the marketing mix especially in the post Covid 19 business plans in tourism. Do you agree? Justify your answer. (20 Marks)

Question 06

Explain the modern distribution modes that can be used by the tourism businesses to face the challenges in the new normal business context. (20 Marks)

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Question 07

Explain the importance of customer relationship management and discuss the elements of a loyalty program with examples. (20 Marks)

Question 08

Explain the most suitable promotional methods that Sri Lanka tourism may adapt to promote tourism in the Post Covid 19 business development. (20 Marks)

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