



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 1 – Semester II)**

**2019 - 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 1 Semester 2  
**REPEAT EXAMINATION**  
Accounting for Tourism - THM12132

- This paper consists of SEVEN (07) questions on TWELVE (12) pages.
- Answer FOUR (04) questions including question 01.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly.

Date: 2022.08.17

Pass mark: 40%

Time: 02 Hours

**Part A**

**Question 01(Compulsory)**

ABC Traders is a sole proprietorship owned by Mr.Rajeew. The Trial Balance of ABC Traders as at 31st March 2022 is given below:

**Table: 1.1- ABC Traders Trial Balance as at 31st March 2022**

| Description  | Dr    | Cr    |
|--|-------|-------|
| Property, Plant and Equipment at Cost:                 |       |       |
| Land   | 6,100 |       |
| Buildings  | 8,200 |       |
| Motor Vehicles   | 1,400 |       |
| Office Equipment                                       | 1,600 |       |
| <b>Accumulated Depreciation as at 01st April 2021:</b> |       |       |
| Buildings  |       | 3,100 |
| Motor Vehicles   |       | 1,000 |
| Office Equipment                                       |       | 1,440 |

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|  |               |               |
|--|---------------|---------------|
| Drawings   | 2,400         |               |
| Stocks as at 01st April 2021                       | 1,300         |               |
| Sales  |               | 18,300        |
| Purchases  | 10,950        |               |
| Trade Receivables                                  | 2,020         |               |
| Trade Payables                                     |               | 2,040         |
| Electricity  | 1,330         |               |
| Water Bill   | 1,415         |               |
| Salaries and wages                                 | 1,400         |               |
| Office Maintenance Expenses                        | 880           |               |
| Advertising  | 330           |               |
| Provision for doubtful debts as at 01st April 2021 |               | 220           |
| Bank overdraft                                     |               | 4,100         |
| Insurance premium paid                             | 600           |               |
| Bank Overdraft Interest                            | 275           |               |
| Equity Balance as at 01st April 2021               |               | 10,000        |
|  | <b>40,200</b> | <b>40,200</b> |

The following additional information is also provided:

- (1) The closing stock as at 31st March 2022 was valued at cost of Rs.2,000,000/-.
- (2) Mr.Rajeew has transferred his personal building valued at Rs.2,600,000/- to the business on 31st March 2022 for operational purpose and this transaction was not recorded in the books of accounts.
- (3) The policy of the business is to provide depreciation on the straight-line basis at cost as follows:

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|                  |     |
|------------------|-----|
| Buildings        | 10% |
| Office Equipment | 20% |
| Motor Vehicles   | 25% |

- (4) Insurance premium of Rs.120,000/- was paid for the period from 1st January 2022 to 31st December 2022.
- (5) Water bill payable for the month of March 2022 was Rs.160,000/- and it was not recorded in the books of accounts.
- (6) Mr. Rajew has decided to make a 10% general provision for doubtful debts on the trade receivable balance as at 31st March 2022.

**You are required to:**

**Prepare the following:**

- (a) Statement of Comprehensive Income for the year ended 31st March 2022. (10 Marks)
- (b) Statement of Financial Position as at 31st March 2022. (15 Marks)

## **Part B**

### **Question 02:**

Write the correct answer in your answer booklet with the number assigned to the question.

1.1 Which one of the following transactions leads to an **increase in liabilities**?

- (1) Settled Nimal's Account, paying him Rs.200,000/-
- (2) Paid a water bill of Rs.100,000/-.
- (3) Owner of the business had taken goods amounting to Rs.80,000/- for his personal use.
- (4) Purchased a cupboard worth of Rs.3,000,000/- for office use on credit.

(03 Marks)

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1.2 The **main** purpose of Accounting is,

- (1) Control over the use of resources
- (2) Calculation of Profits and losses
- (3) Effective financial planning
- (4) Providing information to the decision makers

(02 Marks)

1.3 Two (02) **components** of Financial Statements are:

- (1) Statement of Financial Position and General Ledger
- (2) Statement of Financial Position and Statement of Cash Flows
- (3) Assets and Expenses
- (4) Trial Balance and Cash Book.

(03 Marks)

1.4 Creezy(Pvt) Ltd receives rental income from the rented properties and total rent received during the year ended 31st March 2022 was Rs.562,200/-.

The following information is also provided.

The rental income that should appear in the company's Financial Statements for the year ended 31st March 2022 is:

| Description              | As at 01st April 2021<br>(Rs.) | As at 31st March 2022 (Rs.) |
|--------------------------|--------------------------------|-----------------------------|
| Rent received in advance | 40,800                         | 30,200                      |
| Rent in arrears          | 22,200                         | 10,100                      |

- (1) Rs.543,600/-
- (2) Rs.540,900/-
- (3) Rs.560,700/-

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(4) Rs.523,500/-

(04 Marks)

1.5 Which one of the following is an **accounting element**?

- (1) General Ledger
- (2) Statement of Profit and Loss
- (3) Liability
- (4) Transactions

(02 Marks)

1.6 On the bank statement, cash withdrawn by the company is known as,

- (1) Credit
- (2) Debit
- (3) Liability
- (4) Expenses

(02 Marks)

1.7 If sales is Rs 2,000,000, Profit Before Tax is Rs 600,000, Income tax is 20%, Net profit ratio is,

- (1) 24%
- (2) 11.52%
- (3) 12%
- (4) 8%

(02 Marks)

1.8 On 1<sup>st</sup> March 2021 an entity's Statement of Profit and Loss showed **Total Assets** of Rs.1,050,000 and **Total Liabilities** of Rs.150,000. What should be the **Owner's Equity** at 1<sup>st</sup> March 2022?

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- (1) RS 650,000
- (2) RS 900,000
- (3) RS 1,200,000
- (4) RS 700,000

(03 Marks)

1.9 Select the item from below which is not a transaction,

- (1) Mr. Perera started a business with cash of Rs100,000
- (2) Signed a contract with a customer to purchase 10,000 kgs of Raw Material
- (3) Received interest from the bank amounting to Rs 5,000
- (4) Paid wages of Rs 3,000

(02 Marks)

1.10 Identify the incorrect statement,

|          |                           | Effect on       |             |
|----------|---------------------------|-----------------|-------------|
|          |                           | Assets          | Liabilities |
| <b>A</b> | Sold goods for Cash       | +Cash, -Stocks  |             |
| <b>B</b> | Bought goods on Credit    | +Stock          | +Creditors  |
| <b>C</b> | Received Cash from Debtor | +Cash, -Debtors |             |
| <b>D</b> | Debtors paid by Cash      | +Cash           | +Debtors    |

- (1) B
- (2) C
- (3) A
- (4) D

(02 Marks)

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### Question 03:

(1) Explain the importance of preparing a ratio analysis for an organization.

(05 Marks)

(2) Extracts of the Statements of Comprehensive Income for the years ended 31st March 2021 and 31st March 2022 and extracts of the Statements of Financial Position as at 31st March 2021 and 31st March 2022 of Rex (Pvt) Ltd are as follows:

**Table 3.1-Extracts of Statement of Comprehensive Income** 'Rs 000

|               | 31 <sup>st</sup> March 2022 | 31 <sup>st</sup> March 2021 |
|---------------|-----------------------------|-----------------------------|
| Turnover      | 350,000                     | 200,000                     |
| Cost of Sales | 240,000                     | 120,000                     |
| Gross Profit  | 110,000                     | 80,000                      |
| Income Tax    | 30,800                      | 22,400                      |
| Net Profit    | 79,200                      | 57,600                      |

**Table 3.2-Extracts of Statement of Comprehensive Income** 'Rs 000

|                      | 31 <sup>st</sup> March 2022 | 31 <sup>st</sup> March 2021 |
|----------------------|-----------------------------|-----------------------------|
| Current Assets       | 60,000                      | 80,000                      |
| Current Liabilities  | 20,000                      | 40,000                      |
| Trade Receivables    | 12,000                      | 14,000                      |
| Trade Payables       | 36,600                      | 12,000                      |
| Inventory            | 12,400                      | 8,280                       |
| Shareholders' Equity | 50,600                      | 100,200                     |

You may assume that the total turnover consists of credit sales.



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**You are required to:**

Analyze the performance of Wix (Pvt) Ltd for the years ended / as at 31st March 2021 and 31st March 2022 considering the following ratios. (Calculate Ratios for both periods, compare both and interpret)

- (a) Gross Profit Ratio.
- (b) Net Profit Ratio.
- (c) Current Ratio.
- (d) Quick Ratio.
- (e) Debtors' Collection Period.

(20 Marks)

**Question 04:**

The following transactions were extracted from the books of accounts of Perera Traders, a sole proprietorship for the month of March 2022:

**Table: 4.1**

| Date       | Transaction  |
|------------|--|
| 05.05.2022 | Mr. Perera, the owner has taken goods costing of Rs.100,000/- for his personal use.      |
| 06.05.2022 | Purchased Rs.200,000/- worth of goods on credit for re-sale.                             |
| 07.05.2022 | Sold goods costing of Rs.50,000/- for Rs.60,000/- on credit basis.                       |
| 15.05.2022 | Cash received from Debtors Rs.450,000/-  |
| 16.05.2022 | Rental Income for the month of March 2022 was Rs.150,000/- and received only Rs.50,000/- |
| 17.05.2022 | Water Bill for the month of March 2022 was Rs.50,000/- and paid only Rs.22,000/-         |

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|            |  |
|------------|--|
| 18.05.2022 | Paid wages for the employees for the month of March Rs.100,000/-                               |
| 20.05.2022 | Settled a creditor paying Rs.100,000/-   |
| 22.05.2022 | Paid the monthly insurance premium of Rs.40,000/-  |
| 23.05.2022 | Owner invested a vehicle which amounts to Rs 20,000,000/- for business administration purpose. |

**You are required to:** Record the effect of each of the above transactions to the following Accounting Equation.

[Non-Current Assets (Fixed Assets) + Inventory + Debtors + Cash = Equity + Liabilities]  
(25 Marks)

**Question 05:**

(1) Sakura started a sole proprietorship business, Sakura Traders by investing Rs.3,000,000/- in cash on 01st April 2020. Summary of Cash Control Account (Cash Book) for the year ended 31st March 2021 was as follows:

**Table 5.1: Cash Control Account (Cash Book)**

|                             | Rs        |                             | Rs        |
|-----------------------------|-----------|-----------------------------|-----------|
| Initial Capital Investment  | 3,000,000 | Payments to Trade Creditors | 2,200,000 |
| Cash Sales                  | 2,000,000 | Cash Purchases              | 900,000   |
| Receipts from Trade debtors | 3,600,000 | Petty Cash                  | 25,000    |
|                             |           | Electricity                 | 25,000    |
|                             |           | Salaries and Wages          | 1,000,000 |

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|             |                  |   |                  |
|-------------|------------------|---|------------------|
|             |                  | Office Rent   | 350,000          |
|             |                  | Purchase of a Motor Vehicle (acquired on 01st April 2020) | 1,500,000        |
|             |                  | Balance C/F   | 2,600,000        |
|             | <b>8,600,000</b> |   | <b>8,600,000</b> |
| Balance B/F | 2,600,000        |   |                  |

The following additional information is also provided:

(1) Receivables and Payables balances as at 31st March 2021 were as follows:

|                     | Rs.     |
|---------------------|---------|
| Trade Debtors       | 750,000 |
| Trade Creditors     | 440,000 |
| Accrued Electricity | 6,500   |

(2) Motor vehicles are depreciated at the rate of 25% per annum at cost on the straight-line basis.

(3) Petty cash transactions were as follows:

**Petty Cash Control Account**

|                      | Rs     |                         | Rs    |
|----------------------|--------|-------------------------|-------|
| Cash Control Account | 25,000 | Printing and Stationery | 4,500 |
|                      |        | Travelling              | 8,000 |
|                      |        | Office Maintenance      | 6,500 |

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|  |        |       |        |
|--|--------|-------|--------|
|  |        | B/C/F | 6,000  |
|  | 25,000 |       | 25,000 |

(23 Marks)

(3) What is a Trial Balance? Explain.

(02 Marks)

**Question 06:**

(1) What is a Bank Statement?

(02 Marks)

(2) State four reasons for there to be a difference between "Balance as per bank Statement" and "Balance as per Cash Book".

(04 Marks)

(3) There are many benefits of preparing a bank reconciliation statement. Briefly explain two of them.

(04 Marks)

(4) The bank statement of X Ltd. shows a favourable balance of Rs.258,000/- as at 31st January 2021 while the Cash Control Account of X Ltd. shows a debit (favourable) balance of Rs.190,000/-.

**The reasons for the difference are as follows:**

(i) The bank has deducted Rs.5,000/- as bank charges and this was not recorded in the cash control account.

(ii) An interest of Rs.98,000/- was directly received to the bank as interest income from a Fixed Deposit. However, this was not recorded in the cash book.

(iii) The cheque of Rs.125,000/- was issued by X Ltd. on 29th January 2021 but it was not presented for payment to the bank as at 31st January 2021.

(iv) A cheque of Rs.150,000/- was deposited to the bank but not realized as at 31st January 2021.

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**You are required to prepare the following:**

- (a) Adjusted Cash Control Account (Cash Book). (05 Marks)  
(b) Bank Reconciliation Statement as at 31st January 2021. (10 Marks)

**Question 07:**

Write Short Notes on below.

1. Accounting Process
2. Prime Entry Books
3. Difference between Management Accounting and Financial Accounting
4. Accounting Elements
5. Qualitative Characteristics of Accounting

(05 Marks\* 5 = 25 Marks)

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



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Year I Semester II  
REPEAT EXAMINATION  
**Basics of Total Quality Management – THM 12161**

- This paper consists of SEVEN (07) 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.

Date: 2022.03.19

Pass mark: 40%

Time: 02 Hours

**Question 01:**

Part A

1. Select the statement which is not align with Total Quality Management practices
  - a. We are customer oriented and our priorities always equal with service and cost
  - b. We always emphasis the prevention and errors are not identified in operations, but in systems
  - c. Since short terms decision accuracy is high, we always take short term decisions product oriented decisions
  - d. We believe our teams in problem solving and partnership in procurement
2. Total Quality Management is;
  - a. a philosophy that represent the foundation of a continuously improving organization
  - b. both a philosophy and a set of guiding principles that represent the foundation of a continuously improving organization



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- c. a set of guiding principles that represent the foundation of a continuously improving organization
  - d. a set of principles that represent the foundation of a continuously improving organization
3. TQM framework begins with;
- a. Customer Satisfaction
  - b. Management
  - c. Knowledge of Quality
  - d. Quality Principles and practices
4. Select correct statement
- a. Quality and Productivity are mutually exclusive
  - b. Quality and Productivity are not mutually exclusive
  - c. Quality and Productivity are same
  - d. Productivity can lead directly to increased Quality
5. Changing an organization's culture is difficult, because
- a. It takes time and negatively affected to the business targets
  - b. People change when they want to and to meet their own needs
  - c. It needs high budget
  - d. People trust what exists than what they don't know



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6. Quality leaders;
  - a. Give priority to external customers
  - b. Empower external customers
  - c. Emphasize maintenance
  - d. Emphasize prevention
  
7. Best example of being proactive
  - a. There's nothing I can do
  - b. I have to do that
  - c. I prefer
  - d. I must
  
8. Select the best habit of effective leader open himself up to creative cooperation.
  - a. Begin with the End in Mind
  - b. Be proactive
  - c. Synergy
  - d. Seek first to Understand, then to Be Understood
  
9. Select the most dangerous root cause of unethical behavior of an organization
  - a. Organizations favor their own interests
  - b. Organizations reward behavior
  - c. Organizations encourage standards
  - d. Organizations emphasize the results





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10. The best way to identify customer loyalty

- a. Measuring their feelings
- b. Logical customer opinions
- c. Customer place on one product compared to another
- d. Customer place same product

**Question 02:**

Six basic concepts of TQM outline an excellent way to run an organization. Convince this statement to a new organization which expects to start practicing TQM. (25 Marks)

**Question 03:**

There are 12 behaviors or characteristics that successful quality leaders demonstrate. Discuss. (25 Marks)

**Question 04:**

1. Identify five obstacles of implementing TQM. (10 Marks)
2. Identify five dimensions of Quality and give examples from Tourism industry (15 Marks)

**Question 05:**

Explain the importance of Deming's Philosophy by using 5 points. (25 Marks)



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**Question 06:**

Being proactive means taking responsibility for your life. Briefly explain. (25 Marks)

**Question 07:**

Draw a Cause-and-Effect diagram for the unsatisfied customers of a family restaurant. (25 Marks)

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



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Year I Semester II  
 REPEAT EXAMINATION  
 E Tourism – THM 12093

- This paper consists of EIGHT questions on FOUR (04) 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: 2022.08.15

Pass mark: 40%

Time: 03 Hours

**Question 01 (Compulsory)**

- |  |            |
|--|------------|
| a) What is e-tourism?  | (02 Marks) |
| b) What is the difference between e commerce and e business?           | (02 Marks) |
| c) List out two major differences between B2C and B2B business models. | (02 Marks) |
| d) List four unique features of e commerce.                            | (02 Marks) |
| e) What is Amazon pay?   | (02 Marks) |
| f) List down two types of major B2B business models                    | (02 Marks) |
| g) What is a ecommerce business strategy                               | (02 Marks) |
| h) Give two reasons for becoming E-Tourism more popular in the world.  | (02 Marks) |
| i) Why don't some people shop online? List down two reasons.           | (02 Marks) |
| j) Write down four functions of a good firm's website.                 | (02 Marks) |



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## Question 02

In B2C business model, business process happen as follows.

Once a demand occurs for a particular product, the consumers search available items on the e-marketplaces, which would fulfil that requirement. The consumers compare similar items for a price, delivery date or any other terms. Then place the order and pays the bill. Finally, they receive the delivered item and review/inspect them.

Consults the vendor to get after-service support or returns the product if not satisfied with the delivered product.

- a) Select one of the major players in the B2C market (Locally or internationally) and describe their business process referring to the given general business process flow. Identify the business strategies they have used to enhance the service quality and customer experience (10 Marks)
- b) Compare the selected business model with a traditional business model in the same market and discuss the key differences as advantages and disadvantages. (10 Marks)

## Question 03

- a) What is Global Distribution System (GDS)? (02 Marks)
- b) What is Internet Distribution System (IDS)? (02 Marks)
- c) Briefly explain four useful features of GDS for tourism. (08 Marks)
- d) Explain why some hotels do not use GDS and IDS using appropriate examples. (08 Marks)



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#### Question 04

- a) List three differences between online store and a physical store. (03 Marks)
- b) Briefly explain the online credit card transaction process. (08 Marks)
- c) Briefly explain three limitations of online credit card transaction process. (06 Marks)
- d) List down three other online payment systems apart from credit cards. (03 Marks)

#### Question 05

- a) What is Customer Relationship Management (CRM) System? (03 Marks)
- b) Briefly explain four useful features of CRM for tourism. (08 Marks)
- c) Discuss three benefits CRM can bring to travel. (09 Marks)

#### Question 06

- a) What is a Travel agency? (03 Marks)
- b) List down five functions of travel agency (05 Marks)
- c) What is the need of Travel Agency Management System (06 Marks)
- d) Explain three major functions of a Travel Agency Management System (06 Marks)

#### Question 07

There are two hotels one is large scale and other one is middle scale named respectively Hotel Ake and Hotel Cheers. The hotel Ake has all the facilities, and it is a five-star hotel, and the hotel Cheers has only accommodation, foods and beverages and a swimming pool. Both hotels are planning to use Property Management System (PMS).



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Write down answer for following questions based on the above description.

- a) The hotel Ake wish to use Local PMS. The reason for selecting a local PMS is the hotel has a web server machine and a LAN and Internet. Do you agree with the decision of the hotel Ake? Describe reasons for your answer. (05 Marks)
- b) The hotel Cheers wish to buy a PMS for the hotel. Advice the manager of the hotel how to select the most suitable PMS for the hotel. (07 Marks)
- c) Buying a PMS for the hotel Cheers is worth or not for the hotel? Explain your answer. (08 Marks)

### Question 08

Write short notes.

(4\*05 Marks)

- a) Impact of Information Technology on business
- b) Digital Marketing in tourism industry
- c) Challenges faced in e-commerce
- d) Features of e-commerce

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

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Year I Semester II  
SEMESTER END EXAMINATION  
Tourism Legislations and Insurance Policies – THM 12103

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

Date: 2022.03.25

Pass mark: 40%

Time: 03 Hours

**Question 01: (Compulsory)**

- (a) What are the three essential features that are needed for formation of a contract? (05 Marks)
- (b) There is no legal prohibition on the inclusion of Exemption Clauses in a contract. Do you agree? Explain the reasons for your answer (05 Marks)
- (c) What is your view on entering into a contract with a party who is suffering from a long term mental disorder where he is not aware of the consequences of his actions (05 Marks)
- (d) Why do people enter Verbal Contracts, in their daily lives? (05 Marks)

**Question 02**

Mr Stanley Ranasinghe, a well-known Artist wanted to conduct an Art Exhibition at the Art Gallery, Colombo 7. He partnered with Colombo Art Academy to make necessary arrangements and to invite the Cultural Minister as the Chief Guest. It was decided to hold

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the event on 28<sup>th</sup> February 2022. The Colombo Art Academy was involved in the selling of tickets and all other related activities. By 20<sup>th</sup> February 2022, all tickets have been sold and further 50% advance payments have been paid for the Art Gallery, Refreshments, Sounds, Photography, Video, and Lights. Although the tickets were sold only 30% have paid. On 27<sup>th</sup> February 2022 morning, Stanley Ranasinghe died of a heart attack. As a result, the Art Exhibition could not be held as planned. The Colombo Art Academy wants to demand from people where they have already made advance payments. Advise the Colombo Art Academy. (20 Marks)

### Question 03

- (a) What are the duties of an Innkeeper and a Guest? (10 Marks)
- (b) Under which specific circumstances, can an Innkeeper refuse to grant accommodation to a Guest who wishes to check in? (10 Marks)

### Question 04

- (a) Why does an Agent always bound to follow instructions given by the Principal? (05 Marks)
- (b) Explain the situation of 'Un-disclosed Principal' (05 Marks)
- (c) What are the similarities and differences between Law of Contract and Law of Agency? (10 Marks)



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### Question 05

What are the Responsibilities of an Agent in a Contract of Agency? Explain your answer with reasoning (20 Marks)

### Question 06

- (a) Mr Roy Goonetilleke is 78 years of age. He is a retired Postmaster. On 15<sup>th</sup> January 2022 while driving his car he got severe chest pain due to a mild heart attack. As a result, he knocked a push cycle parked on the side of the road. Afterwards, his pain was reduced, and he continued to drive and crashed into a van. Subsequently, he ran over Ms Suranjika Silva who was crossing the road and she had sustained head injuries. Mr Roy Goonetilleke was not unconscious at any stage of the accidents. Advise Ms Suranjika Silva. Critically evaluate your answer with the decision of the case of Roberts v Ramsbottom (10 Marks)
- (b) Mr Thiwanka Fernando is an Engine Driver. On 20<sup>th</sup> January 2022, while he was operating the Colombo Kandy express train alone, closer to Peradeniya Railway Station, his sugar level has dropped gradually and without him being aware of the sickness, he became unconscious. As a result, the train could not be stopped at a red signal light and crashed into a stationed luggage train. Advise the Management Authority of Sri Lanka Railways whether they should sue Mr Thiwanka Fernando for the loss incurred. Answer in the light of the decision as of the case of Mansfield v Weetabix (10 Marks)

### Question 07

Sri Lanka is a Democratic Republic and a Unitary State which is governed by a semi-presidential system, with a mixture of a presidential system and a parliamentary system.

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Identify the three branches of government and write a short note on one. (20 Marks)

### Question 08

Write short notes on any four of the following topics

- (a) 'Meeting of the two minds' in a Contract
- (b) Business Partnerships
- (c) Defined territory
- (d) Permanent Population
- (e) Private Law
- (f) Donoghue v Stevenson in Law of Tort

Include at least one legal case wherever applicable (05 Marks\*4 = 20 Marks)

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

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Year I Semester II  
 SEMESTER END EXAMINATION  
**Front Office Management – THM 12123**

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

Date: 2022.03.23

Pass mark: 40%

Time: 03 Hours

**Question 01: (Compulsory)**

The hotel industry is dealing with an unprecedented crisis due to the disruption caused by the global COVID-19 pandemic. But in the new year the hotels are re-opened, and we can see a gradual increase of guest arrivals in hotels while practicing strict guidelines on hygiene standards.

- a. What are the safety measurements and procedures at the Front office department on a hotel when dealing with the Check-in guests. (05 Marks)
- b. With COVID 19 pandemic, what are the new duties and responsibilities of the front office employees? (05 Marks)
- c. Discuss the role of the receptionist and the bellboy at the arrival and departure stages of the guest cycle post COVID 19 (10 Marks)

**Question 02**

- a. What is the importance of having effective telephone skills? (05 Marks)
- b. What are the five phases of a telephone call? (05 Marks)
- c. Briefly explain 3 telephone skills essential for a Front Office telephone operator (05 Marks)
- d. List down 5 phrases that must not be used in telephone conversation (05 Marks)

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### Question 03

a. Define and Explain the following terminologies

- FB
- HB
- GRC
- No show
- Concierge

(10 Marks)

b. Allocate suitable rooms for the following guests

- A young couple
- Three teenage boys
- A family of 4 kids
- An elderly couple
- Five teenage girls

(10 Marks)

### Question 04

a. Draw the Front Office Hierarchy and briefly discuss the role of the lobby manager

(10 Marks)

b. Explain the role of the following

(10 Marks)

- Receptionist
- Night Auditor
- Bell boy
- Guest relations executive
- Telephone Operator

### Question 05

Write short notes on the following

(20 Marks)

a. Back-office operations

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- b. Standard Operating Procedures of handling luggage at Guest departure
- c. Hotel classification based on ownership
- d. Don't of Front Office Operations

### Question 06

The front office staff interacts with all departments of the hotel, including marketing and sales, housekeeping, food and beverage, banquet, controller, maintenance, security, and human resources. Discuss the importance of Inter-departmental communication.

(20 Marks)

### Question 07

The hotel industry is experiencing a gradual increase in traveler check-ins from the beginning of the new year. With the COVID 19 pandemic, most of the hotels are adopting new technology in order to attract customers. Analyze the Future technological advancements in hotel industry with special reference to the Font Office Department.

(20 Marks)

### Question 08

If you are an employee of the front office, there are various rules and regulations as well as dos and don'ts we must adhere to. Discuss the importance of those good behavioral patterns to the organization and to the employee.

(20 Marks)

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



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Year 1 Semester 2  
**SEMESTER END EXAMINATION**  
Communication Skills for Tourism – THM 12142

- This paper consists of FIVE (05) questions on THIRTEEN (13) pages.
- Answer ALL questions.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly.

Date: 2022.03.20

Pass mark: 40%

Time: 02 Hours

Section A – Business Vocabulary/ Structures

**Question 1**

**A. Underline the most appropriate word given within brackets. (10 Marks)**

- Resounding success is an English collocation. Advanced students need to be (sensible/ aware/ proficient) of the importance of collocation.
- Much of manager's success lies in his skill in (handling/ imposing/ dominating) staff.
- Rayan is in charge of an (initiative/ industry/ enterprise) with a turnover of 26 billion dollars.
- Constant product (portfolio/ innovation/ adaptation) is a criterion for most industries.
- (Resourcing/ Variability/ Creativity) and originality are more important than technical skill.
- The manager seemed incapable of making a (wise/ witty/ rational) decision.
- The argument over decentralization will (routinely/ gradually/ probably) continue forever.
- At the bottom of the corporate (hierarchy/ organization/ management) are part-time low-paid workers.

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(ix). Clients risk (borrowing/ lending/ incurring) bank charges if they exceed their overdraft limit.

(x). The company maintains (liability/ property/ assets) insurance for its directors and officers.

**B. Put the words in the following sentences in the correct order. (10 Marks)**

(i). effectively/ reduce/ the/ must/ costs/ to/ company/ compete

.....  
.....  
.....

(ii). programme/ a/ the/ initiated/ reform/ government/ has/ economic/ of

.....  
.....  
.....

(iii). call centres/ unemployment/ low-paid jobs/ solved/ not/ in/ will/ offering/ by/ be

.....  
.....  
.....

(iv). received/ the/ the/ a number of/ manager/ customers/ about/ complaints/ of/ from/ parking/ lack

.....  
.....  
.....

(v). taxation/ government/ an/ and/ the/ of/ to/ needs/ equitable/ construct/ method/ efficient/

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**Section B - English in Pragmatic/ Realistic Settings**

**Question 2**

**A. Identify the errors in the following sentences and rewrite correcting them. (10 Marks)**

**Example:** He asked from the manager. He asked the manger.

- (i). They went to home. ....
- (ii). They go to a trip every year. ....
- (iii). You know me, no? .....
- (iv). I and She are friends. ....
- (v). She never blame herself. ....
- (vi). He is neither here or there. ....
- (vii).               Some               students               work               hardly.  
.....
- (viii). He came quickly here. ....
- (ix). I am late, amn't I? .....
- (x). There is lack of clearness in the law.....

**B. Write the functions of the following expressions used in everyday language choosing from the box. (10 Marks)**

~~request~~, necessity, obligation, permission, suggestion, ability, prohibition, no necessity, criticism, assumption, probability

**Example:** Will you be my business consultant from next month? (*request*)

- (i). A great leader can resuscitate the economy. ....
- (ii). You shouldn't have neglected your duties. ....
- (iii). Managers have to follow stipulated policies. ....



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- (iv). The company might face liquidity issues. ....
- (v). People must not invest in illegal business. ....
- (vi). Shall we introduce a marketing campaign? .....
- (vii). The racketeer must have left the country. ....
- (viii). The importer didn't have to go through customs. ....
- (ix). The employees can work from home for two weeks. ....
- (x). The equipment must be insured. ....

**Section C - Comprehension**

**Question 3**

- I. **Read the following passage and write whether the given statements are true, false or not given.** (05 Marks)

The Stock Market (Stock Exchange) is a place where securities such as shares and debentures issued by companies are traded. The Colombo Stock Exchange (CSE) is the organization responsible for the operation of the stock market in Sri Lanka. The CSE is licensed by the Securities and Exchange Commission of Sri Lanka (SEC) to operate as a stock market in Sri Lanka. The SEC regulates and oversees the stock market. Companies are admitted to the official list of the CSE as listed companies. On April 21, 2015 there were 297 companies listed in the stock market. The public who wish to buy or sell securities in the stock market must register with one or more of the fifteen licensed stockbroker firms of the CSE who attend to the transactions.

- (a) The CSE has authorized SEC to operate as a stock market in Sri Lanka. ....
- (b) The SEC is licensed by the Central Bank of Sri Lanka. ....
- (c) The activities of CSE are supervised by the SEC. ....

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- (d) There are 15 licensed stockbroker companies working for the CSE.  
.....
- (e) Most stockbroker companies offer trading through the internet. ....

**II. Read the following description and underline the two correct statements.**

(05 Marks)

This is an opinion piece on the subject of whether or not theoretical and conceptual frameworks are conceptual synonyms, or they refer to different constructs. Although, generally, a lot of literature uses these two terms interchangeably - suggesting they are conceptually equivalent, the researcher argues that these are two different constructs - both by definition and as actualized during research process. Thus, in this paper, the researcher starts by developing his argument by examining the role of theory in research, and then draws a distinction between areas of research that typically follow deductive versus inductive approaches., with regard to both the review of literature and data collection. The researcher then subsequently, argues that whereas a deductive approach to literature review typically makes use of theories and theoretical frameworks, the inductive approach tends to lead to the development of a conceptual framework - which may take the form of a conceptual model.

- (a) The researcher's view is that theoretical and conceptual frameworks refer to same concept.
- (b) Both by definition and making a reality in research method, conceptual and theoretical frameworks are different according to the author.
- (c) The researcher shows the differences in the research areas that use deductive and inductive approaches.

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(d) The author explains that inductive approach uses theoretical framework while deductive approach uses conceptual model.

**III. Read the article below about the successful delegation of work. Underline the best word or phrase to fill each gap from (a), (b) or (c). (10 Marks)**

### Team Building Through Activities

Nowadays company bosses are increasingly trying to find unusual team building events as part of their training programs. An activity park e.g. called Fast-Track has just opened to offer (1)..... events. It specializes (2)..... events to attract the corporate entertainment market, (3)..... is growing all the time. The park is situated just a few kilometers outside the city center (4)..... it provides events that (5)..... entertain as well as train. Clients can try outdoor attractions such as sailing or climbing (6)..... availability clearly depends on entirely (7)..... the weather. Activities of (8)..... kind are perfect team-building exercises. "I had (9)..... been to an activity park before," explained James Black, a company manager. "Before we came, I didn't think we would enjoy ourselves so much and I didn't expect the huge differences that Fast Track's program has (10)..... to my team. Now we work better together than we did before.

e.g. (a). calling (b). calls (c). called

1. (a). like (b). such (c). so

2. (a). at (b). for (c). in

3. (a). who (b). which (c). what

4. (a). and (b). but (c). or

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5. (a). ought (b). will (c). shall
6. (a). because (b). although (c). since
7. (a). on (b). of (c). with
8. (a). a (b). these (c). this
9. (a). still (b). ever (c). never
10. (a). made (b). had (c). done

**Section D - Presenting Information**

**Question 4**

A. Study the following table and fill in the blanks with the most appropriate word choosing from the table. (10 Marks)

| <i>Unrenewable and renewable sources</i> | The Percentages of Energy Consumption |          |         |          |
|--|---------------------------------------|----------|---------|----------|
|  | UK 2015                               | USA 2015 | UK 2020 | USA 2020 |
| Oil                                      | 28%                                   | 37%      | 30%     | 40%      |
| Coal                                     | 30%                                   | 35%      | 12%     | 20%      |
| Gas                                      | 20%                                   | 16%      | 38%     | 25%      |
| Nuclear Power                            | 15%                                   | 8%       | 9%      | 6%       |
| Other Renewable sources                  | 7%                                    | 4%       | 11%     | 9%       |

The given table shows energy sources in the UK and the USA in 2015 and 2020. In both years e.g. unrenewable sources provide the vast majority of energy in both countries.

The UK and USA derive their energy from different (i)..... The UK is much dependent on gas (ii)..... the USA uses mainly oil. Both countries are, however, dependent on (iii)..... and this has become more so over the (iv)..... year period with figures in the UK rising from 28% to (v)..... and in the USA from (vi)..... to 40%. The UK has significantly reduced its dependence on (vii)..... , it contributing only 12% in 2020, and increasingly used natural gas. The USA follows a



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**Section E - Business Writing**

**Question 5**

**A. In the following report, five phrases or sentences are missing. Write the number of the missing phrases or clauses given separately in the blanks where they should fit in.**

(10 Marks)

**The advantages, disadvantages and challenges of WFH**

Working From Home provides many benefits to employees as well as to employers. From the employees' point of view, reduced commuting time and related expenses, greater flexibility in terms of location and working time, fewer distractions and ... *e.g.* (iv)... Reduced operational expenses related to utility costs and workspace, and staff expenses related to overtime and transport allowances, improved productivity, engagement and reduced turnover are the key benefits of such arrangements from the employers' point of view. In addition, WFH has been continuously highlighted as a measure to improve female labor participation in Sri Lanka, (a)..... WFH is a mechanism to augment resource availability in the country, thereby promoting the economic growth in the long run. (b)..... through reduced carbon emissions, reduced traffic congestion and urbanization are additional benefits of such arrangements at the national level. (c)..... in its implementation. At the outset, all industries , occupation types and job functions are not feasible under WFH

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arrangements. (d)....., as all the paperwork and procedures are still not digitized especially in the public sector, there would be omissions and inefficiencies in carrying out relevant tasks off work premises. (e)..... in order to prevent the spread of Covid-19 pandemic was not fully successful due to the issues existed with related to information and Communications Technology infrastructure, ICT literacy as well as manual processes and procedures.

- (i). *Even though email communication was formalized during the period*
- (ii). *positive impact on the environment*
- (iii). *For instance, the WFH implemented in the public sector of Sri Lanka*
- (iv). *e.g. better work life balance are the key benefits*
- (v). *which has been stagnating at a low level for a prolonged period*
- (vi). *Nevertheless, WFH arrangements come with some limitations and challenges*

**B. As the manager of an FMCG outlet, you managed to run your branch without much interruption during power cuts and fuel shortages and ensures a smooth supply of goods to customers. Write a report to the General Manager incorporating your ideas in a report that should follow the following format and content.** (10 Marks)

*FMCG – Fast Moving Consumer Goods*

**Introduction** - Paragraph 1

- the issues faced by customers and FMCG outlet managers at present

**Body** - Paragraph 2

- location of your outlet, available products and present stocks

**Body** - Paragraph 3

- techniques used to maintain stocks

**Body** - Paragraph 4

- your suggestions to ensure continuous flow of goods

**Conclusion** - Paragraph 5

- emphasize the importance of being proactive rather than reactive





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Year I Semester II  
SEMESTER END EXAMINATION  
E Tourism – THM 12093



- 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.

Date: 2022.03.16

Pass mark: 40%

Time: 03 Hours

**Question 01 (Compulsory)**

- a) What are the four generic strategies for achieving a profitable business. (02 Marks)
- b) Give two examples for disruptive technologies. (02 Marks)
- c) Write down one strength and one weakness of online payments. (02 Marks)
- d) Who are the five parties involved in online credit card transactions? (02 Marks)
- e) What is Bill me later? (02 Marks)
- f) List down two features of CRM (02 Marks)
- g) Give two reasons for hotels not listed on GDS and IDS (02 Marks)
- h) Give two reasons for becoming E-Tourism more popular in the world. (02 Marks)

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- i) Why some people don't shop online? Briefly explain two reasons. (02 Marks)
- j) Write down four functions of a firm's website. (02 Marks)

### Question 02

- a) What is e-tourism. Explain the role of e-tourism in today's tourism industry (06 Marks)
- b) What is the difference between e commerce and e business? (04 Marks)
- c) List out the major differences between B2C and B2B business models. (04 Marks)
- d) Briefly explain three unique features of e commerce technology using examples. (06 Marks)

### Question 03

- a) Briefly explain the functions of each of the following. (08 Marks)
- I. E- Airlines
  - II. E- Hospitality
- b) Discuss the features of three types of major B2C business models using examples. (06 Marks)
- c) Discuss the features of three types of major B2B business models using examples. (06 Marks)

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**Question 04**

- a) List three differences between online store and a physical store. (03 Marks)
- b) Briefly explain the online credit card transaction process. (08 Marks)
- c) Briefly explain three limitations of online credit card transaction process. (06 Marks)
- d) List down three other online payment systems apart from credit cards. (03 Marks)

**Question 05**

- a) What is a ecommerce business strategy (02 Marks)
- b) Select any two (2) generic strategies for achieving profitable business and explain about them using suitable examples. (08 Marks)
- c) Select one of the following and analyze it using Porter's Five Forces Model. (10 Marks)
- E - Airline
  - E-Hospitality
  - E- Tour Operators
  - E- Travel Agencies

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### Question 06

Even though the usage of GDS and IDS for hotels in Sri Lanka has been increased last couple of years, some small-size and mid-size hotels are not using GDS and IDS. Assume you are the manager of a mid-size hotel in down south which does not use GDS and IDS. In the COVID-19 epidemic the business has gone down in the hotel. You need to increase the number of businesses in the hotel.

Write down answer for following questions based on the above description.

- a) Explain why some hotels do not use GDS and IDS using appropriate examples. (06 Marks)
- b) Do you think that the use of GDS and IDS will help to increase the number of businesses during this time? Explain your answer. (10 Marks)
- c) If the hotel is located in another place such as Anuradhapura or Colombo, will your answer change? Explain your answer (04 Marks)

### Question 07

There are two hotels one is large scale and other one is middle scale named respectively Hotel Ake and Hotel Cheers. The hotel Ake has all the facilities, and it is a five-star hotel, and the hotel Cheers has only accommodation, foods and beverages and a swimming pool. Both hotels are planning to use Property Management System (PMS).

Write down answer for following questions based on the above description.

- a) The hotel Ake wish to use Local PMS. The reason for selecting a local PMS is the hotel has a web server machine and a LAN and Internet. Do you agree with the decision of the hotel Ake? Describe reasons for your answer. (05 Marks)



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Course CODE: BMgt 556

- b) The hotel Cheers wish to buy a PMS for the hotel. Advise the manager of the hotel how to select the most suitable PMS for the hotel. (07 Marks)
- c) Buying a PMS for the hotel Cheers is worth or not for the hotel? Explain your answer. (08 Marks)

### Question 08

Write short notes.

(4\*05 Marks)

- a) PayPal
- b) Digital Marketing in tourism industry
- c) Benefits CRM can bring to travel
- d) Sri Lankan online consumer profile

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

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



Year I Semester II  
SEMESTER END EXAMINATION  
Basics of Tourism Marketing- THM 12112

- This paper consists of SEVEN (07) questions on TWO (02) pages.
- Answer FOUR questions including question 01.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly.

Date: 2022.03.14

Pass mark: 40%

Time: 02 Hours

### Question 01 (Compulsory)

“One Island a thousand treasures” is a novel promotional campaign launched by Sri Lanka Tourism Promotional Bureau to promote the local culture, traditions, community, customs, hospitality, and experiences. Discuss the importance and practicality of promoting locality and authenticity to the tourists during the post-COVID 19. (25 Marks)

### Question 02

“Sri Lanka contains a diversified tourism product which is authentic in nature. Among the other rival destinations, Sri Lanka becomes unique for this diversified nature, authenticity and compactness”. Do you think that the country is marketing these 3 unique reasons to attract tourists? (25 Marks)

### Question 03

“The sustaining factor of the service industry relies on the guest satisfaction. Identification of the demanding factors of the tourists and providing the supply accordingly is important in this regard.” Identify current trends in Sri Lanka tourism and discuss the marketing strategies implemented to promote the aforementioned typologies. (25 Marks)

**Question 04**

“New product development is required for Sri Lanka Tourism. The destination has all the assets, climate, nature, attractions but the tourism product is the same product that has been sold in the country for the past decade. In order to attract new tourism markets, generate revenue to the country we have to focus on the new product development and fearlessly sell our uniqueness to the tourists going beyond the typical tour package.” Elaborate this statement using examples. (25 Marks)

**Question 05**

“Tourism industry relies on the guest satisfaction and happiness. If the guest is not satisfied with the provided service, there will be repercussions of it which will tarnish the destination image and tourism brand.” Elaborate why service quality is important for the tourism businesses to maintain throughout using appropriate examples. (25 Marks)

**Question 06**

“The life of a product sketched over time is product life cycle. Different stages represented by the businesses should be identified to implement the correct mechanism to retain in the market” Identify the stages of product life cycle and elaborate each stage by using an example. (25 Marks)

**Question 07**

The process of dividing a total market into groups of people with relatively similar product needs, for the purpose of designing a marketing mix that precisely matches the needs of individuals in a segment.’ Briefly explain on the concept segmentation and elaborate the advantages/importance of it to the tourism industry. (25 Marks)

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

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Year 1 Semester 2  
**SEMESTER END EXAMINATION**  
 Accounting for Tourism - THM12132

- This paper consists of SEVEN (07) questions on ELEVEN (11) pages.
- Answer FOUR (04) questions including question 01.
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.
- Write legibly.

Date: 2022.03.12

Pass mark: 40%

Time: 02 Hours

### Question 01(Compulsory)

Sharp Traders is a sole proprietorship owned by Mr.Perera. The Trial Balance of Sharp Traders as at 31st March 2021 is given below:

**Table: 1.1- Sharp Traders Trial Balance as at 31st March 2021**

| Description  | Dr    | Cr    |
|--|-------|-------|
| Property, Plant and Equipment at Cost:                 |       |       |
| Land   | 2,100 |       |
| Buildings  | 8,200 |       |
| Motor Vehicles   | 2,400 |       |
| Office Equipment                                       | 1,800 |       |
| <b>Accumulated Depreciation as at 01st April 2020:</b> |       |       |
| Buildings  |       | 4,100 |
| Motor Vehicles   |       | 1,200 |
| Office Equipment                                       |       | 1,440 |
| Drawings   | 2,400 |       |



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|  |               |               |
|--|---------------|---------------|
| Stocks as at 01st April 2020                       | 1,300         |               |
| Sales  |               | 14,300        |
| Purchases  | 8,950         |               |
| Trade Receivables                                  | 2,220         |               |
| Trade Payables                                     |               | 2,240         |
| Electricity  | 1,330         |               |
| Water Bill   | 1,615         |               |
| Salaries and wages                                 | 1,400         |               |
| Office Maintenance Expenses                        | 880           |               |
| Advertising  | 330           |               |
| Provision for doubtful debts as at 01st April 2020 |               | 620           |
| Bank overdraft                                     |               | 4,100         |
| Insurance premium paid                             | 600           |               |
| Bank Overdraft Interest                            | 475           |               |
| Equity Balance as at 01st April 2020               |               | 8,000         |
|  | <b>36,000</b> | <b>36,000</b> |

The following additional information is also provided:

- (1) The closing stock as at 31st March 2021 was valued at cost of Rs.1,500,000/-.
- (2) Mr. Perera has transferred his personal building valued at Rs.2,600,000/- to the business on 31st March 2021 for operational purpose and this transaction was not recorded in the books of accounts.
- (3) The policy of the business is to provide depreciation on the straight-line basis at cost as follows:

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|                  |     |
|------------------|-----|
| Buildings        | 10% |
| Office Equipment | 20% |
| Motor Vehicles   | 25% |

- (4) Insurance premium of Rs.120,000/- was paid for the period from 1st January 2021 to 31st December 2021.
- (5) Water bill payable for the month of March 2021 was Rs.148,000/- and it was not recorded in the books of accounts.
- (6) Mr. Perera has decided to make a 10% general provision for doubtful debts on the trade receivable balance as at 31st March 2021.

You are required to:

Prepare the following:

- (a) Statement of Comprehensive Income for the year ended 31st March 2021. (10 Marks)
- (b) Statement of Financial Position as at 31st March 2021. (15 Marks)

### Question 02:

Write the correct answer in your answer booklet with the number assigned to the question.

1.1 The **main** purpose of Accounting is,

- (1) Control over the use of resources
- (2) Calculation of Profits and losses
- (3) Providing information to the decision makers
- (4) Effective financial planning

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1.2 Which one of the following transactions leads to an **increase in assets**?

- (1) Settled Nimal's Account, paying him Rs.200,000/-
- (2) Paid a water bill of Rs.100,000/-.
- (3) Owner of the business had taken goods amounting to Rs.80,000/- for his personal use.
- (4) Purchased a motor vehicle worth of Rs.3,000,000/- for office use on credit.

1.3 Two (02) **components** of Financial Statements are:

- (1) Income and Expenses
- (2) Statement of Profit and Loss and Statement of Cash Flows
- (3) Statement of Financial Position and General Ledger
- (4) Trial Balance and Cash Book.

1.4 Asha(Pvt) Ltd receives rental income from the rented properties and total rent received during the year ended 31st March 2021 was Rs.562,200/-.

The following information is also provided.

The rental income that should appear in the company's Financial Statements for the year ended 31st March 2021 is:

| Description              | As at 01st April 2020 (Rs.) | As at 31st March 2021<br>(Rs.) |
|--------------------------|-----------------------------|--------------------------------|
| Rent received in advance | 30,700                      | 40,200                         |
| Rent in arrears          | 32,200                      | 20,400                         |

- (1) Rs.585,300/-
- (2) Rs.540,900/-
- (3) Rs.583,500/-
- (4) Rs.523,500/-

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1.5 Which one of the following is an **accounting input** of accounting process?

- (1) General Ledger
- (2) Statement of Profit and Loss
- (3) Asset
- (4) Transactions

---

1.6 On the bank statement, cash deposited by the company is known as,

- (1) Credit
- (2) Debit
- (3) Liability
- (4) Expenses

1.7 If sales is Rs 1,000,000, sales returns is Rs 50,000, Profit Before Tax is Rs 200,000, Income tax is 40%, Net profit ratio is,

- (1) 20%
- (2) 12.63%
- (3) 8%
- (4) 10%

1.8 On 1<sup>st</sup> January 2020 an entity's Statement of Profit and Loss showed Total Assets of Rs.850,000 and Total Liabilities of Rs.250,000. What should be the owner's equity at 1<sup>st</sup> January 2020?

- (1) RS 850,000
- (2) RS 250,000
- (3) RS 1,100,000
- (4) RS 600,000

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1.9 Select the item from below which is not a transaction,

- (1) Mr. Perera started a business with cash of Rs100,000
- (2) Received a price list from suppliers
- (3) Received interest from the bank amounting to Rs 5,000
- (4) Paid salaries of Rs 300

1.10 Identify the incorrect statement,

|          |                           | Effect on       |             |
|----------|---------------------------|-----------------|-------------|
|          |                           | Assets          | Liabilities |
| <b>A</b> | Paid Creditors by Cheque  | -Bank           | +Creditors  |
| <b>B</b> | Bought goods on Credit    | +Stock          | +Creditors  |
| <b>C</b> | Received Cash from Debtor | +Cash, -Debtors |             |
| <b>D</b> | Sold goods for Cash       | +Cash, -Stocks  |             |

- (1) B
- (2) C
- (3) A
- (4) D

(02.5 Marks \* 10 = 25 Marks)

**Question 03:**

- (1) What is a ratio analysis and briefly explain the benefits of ratio analysis to an organization.

(05 Marks)

- (2) Extracts of the Statements of Comprehensive Income for the years ended 31st March 2020 and 31st March 2021 and extracts of the Statements of Financial Position as at 31st March 2020 and 31st March 2021 of Wix (Pvt) Ltd are as follows:

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**Table 3.1-Extracts of Statement of Comprehensive Income** **'Rs 000**

|               | <b>31<sup>st</sup> March 2021</b> | <b>31<sup>st</sup> March 2020</b> |
|---------------|-----------------------------------|-----------------------------------|
| Turnover      | 250,000                           | 300,000                           |
| Cost of Sales | 155,000                           | 176,000                           |
| Gross Profit  | 95,000                            | 124,000                           |
| Income Tax    | 26,600                            | 34,720                            |
| Net Profit    | 68,400                            | 89,280                            |

**Table 3.2-Extracts of Statement of Comprehensive Income** **'Rs 000**

|                      | <b>31<sup>st</sup> March 2021</b> | <b>31<sup>st</sup> March 2020</b> |
|----------------------|-----------------------------------|-----------------------------------|
| Current Assets       | 50,000                            | 60,000                            |
| Current Liabilities  | 20,000                            | 80,000                            |
| Trade Receivables    | 12,000                            | 14,000                            |
| Trade Payables       | 16,600                            | 15,720                            |
| Inventory            | 10,400                            | 8,280                             |
| Shareholders' Equity | 40,220                            | 50,340                            |

You may assume that the total turnover consists of credit sales.

**You are required to:**

Analyze the performance of Wix (Pvt) Ltd for the years ended / as at 31st March 2020 and 31st March 2021 considering the following ratios. ( Calculate Ratios for both periods ,compare both and interpret )

- (a) Gross Profit Ratio.
- (b) Net Profit Ratio.
- (c) Current Ratio
- (d) Quick Ratio.
- (e) Debtors' Collection Period.

(20 Marks)

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**Question 04:**

The following transactions were extracted from the books of accounts of Seleena Traders, a sole proprietorship for the month of March 2022:

**Table: 4.1**

| Date       | Transaction  |
|------------|--|
| 04.03.2022 | Purchased Rs.150,000/- worth of goods on credit for re-sale.                                   |
| 05.03.2022 | Seleena, the owner has taken goods costing of Rs.90,000/- for his personal use.                |
| 12.03.2022 | Sold goods costing of Rs.575,000/- for Rs.600,000/- on credit basis.                           |
| 15.03.2022 | Cash received from Debtors Rs.850,000/-  |
| 16.03.2022 | Rental Income for the month of March 2022 was Rs.50,000/- and received only Rs.42,000/-        |
| 17.03.2022 | Water Bill for the month of March 2022 was Rs.40,000/- and paid only Rs.12,000/-               |
| 18.03.2022 | Owner invested a vehicle which amounts to Rs 40,000,000/- for business administration purpose. |
| 20.03.2022 | Settled a creditor paying Rs.120,000/-   |
| 22.03.2022 | Paid the monthly insurance premium of Rs.60,000/-  |
| 26.03.2022 | Paid wages for the employees for the month of March Rs.700,000/-                               |

**You are required to:** Record the effect of each of the above transactions to the following Accounting Equation.

[Non-Current Assets (Fixed Assets) + Inventory + Debtors + Cash = Equity + Liabilities]

(25 Marks)

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**Question 05:**

(1) What is a "Trial Balance"?

(02 Marks)

(2) The following information was extracted from Sha Collections, a sole proprietorship for the year ended 31st March 2021:

(i) Assets and Liabilities of the business are as follows:

|                                      | As at 1st<br>April 2020<br>(Rs.) | As at 31st<br>March<br>2021 (Rs.) |
|--------------------------------------|----------------------------------|-----------------------------------|
| Office equipment (at carrying value) | 550,000                          | 495,000                           |
| Inventory                            | 192,000                          | 180,000                           |
| Cash in Hand                         | 230,000                          | ?                                 |
| Cash at Bank                         | 300,000                          | ?                                 |
| Trade payables                       | 160,000                          | 282,000                           |
| Accrued electricity                  | -                                | 3,000                             |

(i) All sales are made on cash basis maintaining a gross profit of 50% on cost.

(ii) During the year ended 31st March 2017 an amount of Rs.456,000/- has been deposited in the bank account out of cash sales.

(iii) The following payments were made by cheques during the year:

|                | Rs.     |
|----------------|---------|
| Trade Payables | 190,000 |
| Electricity    | 90,000  |
| Other Expenses | 10,000  |



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(iv) In addition to the above, the following payments were made by cash:

|                | Rs.     |
|----------------|---------|
| Trade Payables | 168,000 |
| Wages          | 90,000  |
| Drawings       | 10,000  |

(v) All purchases were made on credit basis.

**You are required to:** Prepare the Trial Balance of Sha Collections as at 31st March 2021.

(23 Marks)

**Question 06:**

(1) What is a Bank Reconciliation?

(03 Marks)

(2) State four reasons for there to be a difference between "Balance as per bank Statement" and "Balance as per Cash Book"

(04 Marks)

(3) There are many benefits of preparing a bank reconciliation statement. Briefly explain two of them.

(04 Marks)

(4) The bank statement of ABC Ltd. shows a favourable balance of Rs.243,000/- as at 31st January 2021 while the Cash Control Account of ABC Ltd. shows a debit (favourable) balance of Rs.175,000/-.

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**The reasons for the difference are as follows:**

- (i) The bank has deducted Rs.5,000/- as bank charges and this was not recorded in the cash control account.
- (ii) An interest of Rs.98,000/- was directly received to the bank as interest income from a Fixed Deposit. However, this was not recorded in the cash book.
- (iii) The cheque of Rs.125,000/- was issued by ABC Ltd. on 29th January 2021 but it was not presented for payment to the bank as at 31st January 2021.
- (iv) A cheque of Rs.150,000/- was deposited to the bank but not realized as at 31st January 2021.

**You are required to prepare the following:**

- (a) Adjusted Cash Control Account (Cash Book). (07 Marks)
- (b) Bank Reconciliation Statement as at 31st January 2021. (07 Marks)

**Question 07:**

Write Short Notes on below.

1. Accounting Process
2. Prime Entry Books
3. Difference between Management Accounting and Financial Accounting
4. Basic Accounting Principles
5. Qualitative characteristics of Accounting

(05 Marks\*5 = 25 Marks)

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



Faculty of Management and Social Sciences  
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BSc Hons in Industrial and Business Mathematics  
Course CODE: BSc 562



Year I Semester II  
SEMESTER END EXAMINATION  
Calculus I – BBIM 1311

- This paper consists of EIGHT (08) questions on SIX (06) pages.
- Answer FIVE (05) Questions including Question 01
- **NONPROGRAMMABLE CALCULATORS ARE NOT ALLOWED.**
- You may use appropriate graphs, diagrams, equation/s to prove or justify the answers.
- If you have any doubt as to the interpretation of the wording of a question, make your own decision, but clearly state it on the script.

Date: 2022.03.11

Pass mark: 40%

Time: 03 Hours

**Question 1**

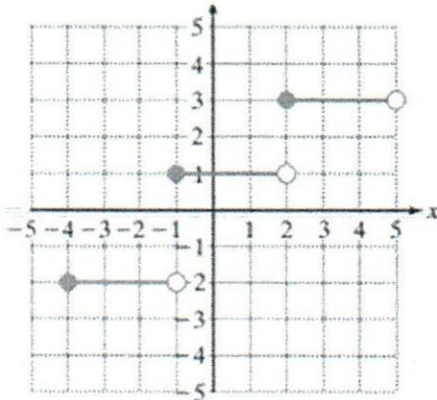
1. Find the equation of the normal line to the graph of  $y = x^4$  at  $(-1, 1)$ .
2. Calculate  $\lim_{x \rightarrow 0} \frac{\sqrt{x^2+9}-3}{x}$ .
3. Find values of  $x$ , if any, at which  $f(x) = \frac{5}{x} + \frac{2x}{x-4}$  is not continuous.
4. Evaluate the limit,  $\lim_{x \rightarrow 0} \frac{1-\cos 3x}{\sin 5x \cdot \sin 3x}$ .
5. Prove whether the given statement is true or false.  
"If  $f$  is decreasing on  $[0, 3]$ , then  $f(0) > f(1) > f(3)$ ."
6. Show that  $f(x) = ax^2$  ( $a < 0$ ) is monotonically decreasing on  $] 0, 4 [$
7. Consider the set  $A = \{ 2 + \frac{3}{n^2} + \frac{4}{n} \mid \text{Where } n \in \mathbb{N} \}$ . Show that set  $A$  is bounded.
8. Evaluate the limit of following.  $\lim_{x \rightarrow 1} \left[ \frac{x^5 - x^{-5}}{x^3 - x^{-3}} \right] \times \left[ \sin \left( \frac{\pi x}{6} \right) \right]$
9. Find the range of  $x$  values which satisfying following inequality  
 $2x > |x - 1|$
10. Find the domain and range of the following function.  
 $F(x) = \sin \{3x/x-1\}$ , where  $x$  is Real

(04\*10 = 40 Marks)

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BSc Hons in Industrial and Business Mathematics  
Course CODE: BSc 562

### Question 2

(a) Consider the following function  $g$ .



- (i) Find  $g(-2)$  and  $g(2)$
- (ii) For what value (s) of  $x$  is  $g(x) = 0$ ?
- (iii) For what value (s) of  $x$  is  $g(x) = -2$ ?
- (iv) Write down Domain and Range of  $g$ ?
- (v) For what Open interval (s)  $g$  is increasing
- (vi) Find the range of  $x$  values which  $g(x) \geq 0$ ?

(08 Marks)

(b) Define  $y_1 = |2x - 1|$  and  $y_2 = |5x - 5| - 4x$ .

- (i) Draw the above two functions in same axis
- (ii) Hence find the range of  $x$  values which satisfying following inequality

$$4x \geq |5x - 5| - |2x - 1|$$

(07 Marks)

### Question 3

Consider  $y = (4x + 1)/x(x - 2)$ , for  $x \neq 0, 2$

- (a) Check the above function for any symmetries. (01 Marks)
- (b) Determine the  $x$ -intercept and the  $y$ -intercept. (01 Marks)
- (c) Determine the vertical asymptotes (if any). (02 Marks)
- (d) Determine the end behavior of the graph. (02 Marks)

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Course CODE: BSc 562

- (e) Determine the vertical tangents of the graph. (02 Marks)
- (f) Determine the nature of the critical points (if any). (02 Marks)
- (g) Draw the rough sketch of the graph and using above results, determine the intervals where the function is increasing or decreasing. (05 Marks)

#### Question 4

- (a) Draw the rough sketch for the following function. Where  $x \in [-4, 4]$

$$F(x) = \begin{cases} -x^2 + 4 & x < 0 \\ 6, & x = 0 \\ 4 & 0 < x \\ 2x & , 3 \leq x \end{cases}$$

- (i) Find the domain and range of the function.
- (ii) Show that  $F$  is discontinues at  $x = 0$ .

(08 Marks)

(b)

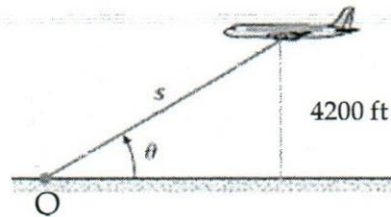
- (i) Draw the graph  $f(x) = x^2$ ,  $h(x) = (1/2)x^2$  in the same axis.  
where  $x \in ]-3, 3 [$
- (ii) Extend the above graph to  $R(x) = -2x^2 + 2$  and find the Domain and Range of the function  $R$ .

(07 Marks)

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### Question 5

- (a) A helicopter is flying on a horizontal path at a height of 4200 ft, as shown in the following figure. At what rate is the distance  $s$  between the airplane and the fixed-point Q changing with respect to  $\theta$  when  $\theta = 30^\circ$ ? Express the answer in units of feet/degree. (03 Marks)



- (b) Evaluate  $\lim_{x \rightarrow \pi/4} (1 - \tan x) \sec 2x$  using an appropriate method. (02 Marks)
- (c) Use the Intermediate-Value Theorem to show that the equation  $e^{-2x} = x^2 - 5$  has at least one solution in the interval  $[0, 4]$ . (02 Marks)
- (d) A spherical balloon is being inflated (blown up).
- Find a general formula for the instantaneous rate of change of the volume  $V$  with respect to the radius  $r$ , given that  $V = \frac{4}{3}\pi r^3$ . (02 Marks)
  - Find the rate of change of  $V$  with respect to  $r$  at the instant when the radius is  $r = 3$ . (02 Marks)
- (e) Suppose that the population of oxygen-dependent bacteria in a tank is modeled by the equation  $P(t) = \frac{65}{4+6e^{-t}}$  where  $P(t)$  is the population (in billions)  $t$  days after an initial observation at time  $t = 0$ .
- In words, explain what happens to the population over time. Check your conclusion by finding  $\lim_{t \rightarrow +\infty} P(t)$ . (02 Marks)
- Explain in words, what happens to the rate of population growth over time? (02 Marks)

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### Question 6

(a) Let  $f$  be a continuous function on the closed interval  $[a,b]$  and differentiable on the open interval  $(a,b)$ . Suppose  $c$  be an any number such that  $a < c < b$  (where  $a, b$  and  $c \in \mathbb{R}$ ). Define the Mean Value theorem for given above function on  $[a,b]$ .

(03 Marks)

(b) Use rough sketch to explain the Mean Value theorem.

(04 Marks)

(c) Use Mean Value theorem to find all possible values of  $c$  for  $f(x) = 3 + \sqrt{x}$  on  $[0,4]$

(08 Marks)

### Question 7

(a) Suppose  $A \neq \emptyset$  and subset of  $B$  and  $B$  is subset of  $\mathbb{R}$ . Show that  
If  $B$  is bounded, then  $A$  is bounded.

(06 Marks)

(b) Consider the set  $A = \left\{ -3 + \frac{1}{n^2} + \frac{5}{n} \mid \text{Where } n \in \mathbb{N} \right\}$ . Show that set  $A$  is bounded.

(06 Marks)

(a) Draw the graph for the following

$$F(x) \begin{cases} -2, x \in \mathbb{Q} \\ 2, x \in \mathbb{R}/\mathbb{Q} \end{cases}$$

(03 Marks)

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### Question 8

(a) Use limit theorem to show that  $\lim_{x \rightarrow \pi/3} [\sin(x - \pi/3) / (\sqrt{3x} - \sqrt{\pi})] = 2\sqrt{\pi}/3$

(05 Marks)

(b) Show that the equation of the normal line to the ellipse  $(x^2/25) + (y^2/9) = 1$  at the point  $P = (5\cos\alpha, 3\sin\alpha)$  on it, is  $5\sin\alpha x - 3\cos\alpha y = 16\sin\alpha\cos\alpha$ .

Find the y-intercept of the normal line drawn to the above ellipse at the point

$(5/2, (3\sqrt{3})/2)$  on it.

(10 Marks)

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





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 Course CODE: BMgt556



Year I Semester II  
 END SEMESTER EXAMINATION  
 Basics of Total Quality Management – THM 12161

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

Date: 2022.03.08

Pass mark: 40%

Time: 02 Hours

**Question 01:**

Part A

1. Quality is;
  - a. Degree of excellence a product or service provides
  - b. Degree of excellence a product
  - c. fulfilling customer's requirement
  - d. fulfilling consumer's requirement
2. Total Quality Management is;
  - a. Management should act as coaches
  - b. both a philosophy and a set of guiding principles that represent the foundation of a continuously improving organization
  - c. Because it is affected to whole production
  - d. Because only management can control the staff
3. Total Quality Management (TQM) in Tourism and Hospitality requires,
  - a. A committed management to provide support in top level



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Course CODE: BMgt556

- b. An unwavering focus on the external customer
  - c. Effective involvement of the relevant workforce
  - d. Continuous improvement of the main process
4. Select correct statement
- a. Quality and Productivity are mutually exclusive
  - b. Quality and Productivity are not mutually exclusive
  - c. Quality and Productivity are same
  - d. Productivity can lead directly to increased Quality
5. In old time TQM decisions were
- a. Long term
  - b. Medium Term
  - c. Intermediate term
  - d. Short term
6. Quality leaders;
- a. Give priority to external customers
  - b. Empower external customers
  - c. Emphasize maintenance
  - d. Emphasize prevention
7. Highly effective people
- a. Be proactive
  - b. Be corrective
  - c. Be active
  - d. Be respectful



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8. Select the best habit of effective leader open himself up to creative cooperation.
- Begin with the End in Mind
  - Be proactive
  - Synergy
  - Seek first to Understand, then to Be Understood
9. Ethics is;
- a body of policies or standards of human conduct that govern the behavior of individuals and organizations
  - a body of principles or standards of human conduct that govern the behavior of individuals and organizations
  - a body of principles or policies of human conduct that govern the behavior of individuals and organizations
  - a body of rules and regulations of human conduct that govern the behavior of individuals and organizations
10. The best way to identify customer loyalty
- Measuring their feelings
  - Logical customer opinions
  - Customer place on one product compared to another
  - Customer place same product

(02.5 Marks \* 10 = 25 Marks)



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 Course CODE: BMgt556

**Question 02:**

1. Differentiate the old and new culture of TQM. (07 Marks)
2. Briefly explain the six basic concepts of TQM. (18 Marks)

**Question 03:**

1. Identify five Gurus of TQM. (05 Marks)
2. Draw a TQM framework. (20 Marks)

**Question 04:**

1. Identify five obstacles of implementing TQM. (10 Marks)
2. Identify five dimensions of Quality and give examples from Tourism industry (15 Marks)

**Question 05:**

1. Identify three benefits of TQM. (03 Marks)
2. Identify five characteristics of quality leaders. (05 Marks)
3. Identify 5 habits of highly effective people. (05 Marks)
4. Briefly explain the root causes of unethical behavior in the organization. (12 Marks)

**Question 06:**

1. Briefly explain the Demings philosophy. (10 Marks)
2. Briefly explain about the "Quality Council". (15 Marks)

**Question 07:**

1. Draw a Cause-and-Effect diagram for the unsatisfied customers of a family restaurant. (25 Marks)

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



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 Course CODE: COM556/557

Year I Semester II  
 Repeat Examination  
 ACCOUNTING FOR TOURISM THM12132

- This paper consists of seven questions on Ten (10) pages.
- Answer any Four 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: 2020.08.21

Pass mark: 40%

Time: 02 Hours

**Question 01: (Compulsory)**

USE THE GIVEN FORMAT TO ANSWER THE QUESTION

Following trail balance has been extracted from the finance department of John Keells Hotels (PLC) for the year 2019/2020

Trail balance as at 31.03.2020

| Description                              | Debit     | Credit    |
|--|-----------|-----------|
|  | (RS 000') | (RS 000') |
| Purchases/ Production cost / Direct cost | 2,100,000 |           |
| Sales                                    |           | 2,600,000 |
| Carriage Inwards                         | 12,000    |           |
| Trade Payables                           |           | 421,000   |



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 Department of Management & Business Studies  
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 Course CODE: COM556/557

|  |           |           |
|--|-----------|-----------|
| Electricity Expenses   | 30,000    |           |
| Legal Fees   | 40,000    |           |
| Return Inwards   | 5,000     |           |
| Return Outwards  |           | 15,000    |
| Bank Loan (@ 8% Interest)  |           | 1,500,000 |
| Rent Expenses  | 45,000    |           |
| Stated Capital (RS. 10 each)                                     |           | 1,750,000 |
| Cash & Bank  | 99,200    |           |
| <b>Property Plant &amp; Equipment at cost (As at 01.04.2019)</b> |           |           |
| Land   | 1,800,000 |           |
| Buildings  | 1,000,000 |           |
| Motor Vehicles   | 1,300,000 |           |
| Inventory as at 01st of April 2019                               | 50,000    |           |
| Auditors Remuneration  | 35,000    |           |
| Other Marketing expenses   | 40,000    |           |
| Trade Receivables  | 143,000   |           |
| Staff cost   | 100,000   |           |
| Repair and Maintenance   | 50,000    |           |
| Rent Income  |           | 20000     |
| Income from scrap sales  |           | 7200      |
| Advertising expenditure  | 50,000    |           |
| Interest expenses from bank borrowings                           | 80,000    |           |



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| Accumulated Depreciation of PPE as at 01st of April 2019 |           |           |
|--|-----------|-----------|
| Buildings  |           | 250,000   |
| Motor Vehicles   |           | 416,000   |
| Total  | 6,979,200 | 6,979,200 |

Following are the adjustments which should be made in the financial statements for 2019/ 2020 financial year.

- (i) Inventory as at 31/03/2020 amounting to Rs. 84 Million
- (ii) Following expenses are accrued as at 31<sup>st</sup> March 2020
  - Other Marketing expenses Rs. 1 million
  - Electricity expenses Rs. 2 million
- (iii) Following expenses are paid in advance as at 31<sup>st</sup> March 2020
  - Repair and Maintenance expenses Rs. 5 million
  - Advertising Expenses Rs. 10 million
- (iv) A Bank loan has been taken at 8% interest.
- (v) For 2019 / 2020 depreciation expenses should be charged **on cost** as follows
  - Buildings, 5 % per annum



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- Motor Vehicles, 8% per annum
- (vi) Bad debt should be 5% from the debtors
- (vii) The Land has been revalued as at 01<sup>st</sup> of January 2020 to RS 1.9 billion
- (viii) Corporate tax rate imposed by Inland Revenue Department (IRD) for the year 2019 / 2020 is estimated as Rs. 10 million

**Required:**

- (a) Prepare Income statement for the financial year 2019/2020 (15 Marks)
- (b) Prepare the Statement of Financial Position as at 31<sup>st</sup> March 2020 (10 Marks)

**Note:** Candidates should follow LKAS 01 / IFRS 01 / IAS 01 for the "Preparation & Presentation of Financial Statements"

**Question No. 02**

Following information is extracted from the books of Confidence Co. Ltd.

Table 2.01

| Information for the Year ended 31 <sup>st</sup> March 2020 | RS.       |
|--|-----------|
| Sales revenue  | 1,000,000 |
| Cost of goods sold   | 350,000   |





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|   |           |
|---|-----------|
| Operating Income                        | 50,000    |
| Operating expenses                      | 125,000   |
| Interest expenses on debentures (@ 10%) | 75,000    |
| Tax expenses                            | 35,000    |
| Total Assets                            | 7,500,000 |
| Non-Current Liabilities                 | 2,000,000 |
| Current assets                          | 1,500,000 |
| Current Liabilities                     | 1,000,000 |
| Inventory                               | 500,000   |

Following are ratios for Confidence Co. Ltd for the year ended 31<sup>st</sup> March 2019

Table 2.02

| Ratio                       | 2019 | 2020  |
|-----------------------------|------|-------|
| Gross Profit Margin (%)     | 38%  | ..... |
| Operating Profit Margin (%) | 50%  | ..... |
| Net Profit Margin (%)       | 50%  | ..... |
| Current Ratio               | 1.5  | ..... |
| Quick Ratio                 | 0.9  | ..... |
| Return on Assets            | 6%   | ..... |
| Return on Equity            | 9%   | ..... |

- (a) Calculate all the above ratios for the year ended 31<sup>st</sup> March 2020, based on the information given (17 Marks)
- (b) Comment on the financial performance of the company (08 Marks)



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### Question 03

- (a) "Management Accounting has become a vital source of information for managers of organizations in general and business endeavors in facing challenges encountered in a world of increasing complexity". Clearly explain the major differences between Financial Accounting and Management accounting. (10 Marks)
- (b) Integrated reporting is the "process that results in communication, most visibly a periodic "integrated report", about value creation over time. Discuss on the areas those are discussed under this concept by Global Reporting Initiative (06 Marks)
- (c) Clearly explain about the different stakeholders who are interested on accounting information with their respective purposes they require those information (09 Marks)

### Question 04

Mr. Vijaya, an entrepreneur in small and medium enterprises, started a new saree shop "Vijaya saree mandir", in Maharagama area, Sri Lanka. Following transactions were occurred during the month of January 2020

01<sup>st</sup> Jan - Invested Rs. 500,000 (Rs. 200,000 was his own money and remaining has been taken as a loan from Bank of Ceylon)



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- 02<sup>nd</sup> Jan - Imported sarees from India at a cost of Rs. 50,000  
 04<sup>th</sup> Jan - Purchased another Rs.60,000 worth sarees on credit from Mr. Nuwan  
 05<sup>th</sup> Jan - Purchased racks from Lakdiva furniture PLC, for the shop worth Rs. 65,000, on credit  
 06<sup>th</sup> Jan - Mr. Vijaya has taken Rs. 10,000 for his personnel use  
 09<sup>th</sup> Jan - Issued a cheque for Lakdiva PLC for the purpose of paying for racks purchased  
 10<sup>th</sup> to 19<sup>th</sup> Jan - Rs. 40,000 worth sarees were sold at Rs. 60,000 on cash  
 20<sup>th</sup> to 31<sup>st</sup> Jan - Rs. 50,000 worth sarees were sold at Rs. 65,000 on credit to another textile shop called, "Sarasavi Textiles".  
 21<sup>st</sup> Jan - paid salaries worth RS 25,000  
 22<sup>nd</sup> Jan - Paid utility expenses worth Rs 2500  
 25<sup>th</sup> Jan - paid RS 15,000 as interest expenses for the loan taken  
 30<sup>th</sup> Jan - Rs 9,000 worth advanced payment was received from an institute for a saree order to be received by them on 15<sup>th</sup> February 2020

Required,

- (a) Put the transactions in to the basic Accounting Equation. And briefly explain the reasons to change the equity value at the end of the month (15 Marks)  
 (b) Calculate the profit for the month ended 31<sup>st</sup> January 2020 (05 Marks)  
 (c) Prepare a Statement of Financial Position as at 31<sup>st</sup> January 2020 (05 Marks)

### Question No: 05

- (a) Briefly explain the importance of Cost Volume and Profit analysis for a business organization (04 Marks)



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(b) Nirmahal Super is a sole proprietorship which sells bakery items. Following sales and cost information are provided for their three products of Cupcakes, sausage buns and burgers for the month of January 2020

Table 5.01: sales and cost information

|                        | Cup Cakes | Sausage buns | Burgers |
|------------------------|-----------|--------------|---------|
| Selling Price per unit | 100       | 120          | 150     |
| Variable cost per unit | 30        | 50           | 70      |
| Total Fixed Cost       | 100,000   | 150,000      | 200,000 |
| Current sales units    | 1500      | 2200         | 2650    |

Based on the given information calculate,

- (i) Contribution per unit
- (ii) Contribution to sales ratio
- (iii) Variable cost to sales ratio
- (iv) Breakeven point in units and in rupees
- (v) Current profits earned by the company for each product
- (vi) Margin of safety ratio for each product
- (vii) If the organization wants to earn Rs 20,000 for burgers, how many of burgers should be produced and sold

(03 \*7 = 21 Marks)



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### Question 06

- (a) Clearly explain all the sub categorization of cost based on Profit calculation and the cost behavior with appropriate examples and graphs (10 Marks)

- (b) Read the following paragraph and provide answers for the given question

Social and environmental accounting or sustainability accounting and reporting has become one of the major issues that organisations grapple with on a daily basis. Sustainability accounting is but one aspect of sustainability (Milne *et al.*, 2009), and yet the term sustainability accounting offers so many different perspectives (Bebbington and Gray, 2001; Gray, 2010; Mistry *et al.*, 2014; Lodhia, 2018a; Sharma, 2013). This is reflected in the different names utilised for the term, such as social and environmental accounting, triple bottom line accounting, emissions accounting and carbon accounting, amongst others. Social and environmental issues are attracting more political and media attention, reflecting increased social awareness (Deegan and Blomquist, 2006; Lodhia, 2018b). These changes in societal attention to sustainability make sustainability accounting an exciting and dynamic field of research.

Clearly explain the importance of sustainability accounting and sustainability reporting as a part of management accounting by linking the following areas

- Stakeholders
  - Business value
  - Objectives of management accounting
- (15 Marks)



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### Question 07

(a) Briefly explain the reasons for preparing a "Bank Reconciliation Statement"  
(05 Marks)

(b) The cash book of M/S Universal Trading Company shows a cash book balance of Rs. 102,568 in Soneri bank Ltd. as of 31.01.2020. In February 2020 the firm received a bank statement for the month of January 2020 showing a credit balance of Rs. 118,068. Comparison of bank statement with the cash book revealed the following anomalies

- (i) Cheque issued totaling Rs. 115,250 recorded in cash book but not appeared in the bank statement.
- (ii) Cheque received from customers amounting to Rs. 75,850 deposited and properly accounted for in the cash book was not credited by bank.
- (iii) Cheques received from the following customers were returned unpaid by the bank
  - Cheque from Ghazi Autos received for Rs. 1,200
  - Cheque from Rahil Bros. received for Rs. 18,500
  - Cheque form Akmal Sons was received for Rs. 2,000
- (iv) Excise duty debited by bank Rs. 200
- (v) Bank charges debited by bank Rs. 1,200
- (vi) Charged commission on collection of outstations cheque by bank of worth Rs. 800

Based on the above information, prepare the adjusted cash book and the bank reconciliation statement.  
(20 Marks)

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



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Year I Semester II  
REPEAT EXAMINATION  
**Tourism Legislations and Insurance Policies – THM 12103**

- This paper consists of EIGHT (08) questions on Six (06) pages.
- Answer FIVE 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: 2020.08.20

Pass mark: 40%

Time: 03 Hours

**Question 01: (Compulsory)**

Leisure Park is a famous hotel in Galle, Sri Lanka which is owned by Holiday Planners (Pvt) Ltd. Sugath is the Manager of the Leisure Park who was recruited 8 years ago as a permanent employee. Ajith, Nilmini and Vajira planned to spend their vacation at the Leisure Park.

Ajith arrived at the Leisure Park with his wife Nilanthi and three-year-old baby boy Prasanna and booked the hotel for 2 days. Sugath welcomed them at the front desk. They were introduced to Sameera, who was a newly recruited employee for room services and asked him to show their room and to take their travel bags to the relevant room. When they were on the way to the room suddenly both Nilanthi and Prasanna fell down due to the slippery floor. Nilanthi's hand was damaged and Prassanna's head was severely cut as his head hit with a flower vas which was kept nearby. Ajith asked for some quick medical assistance from Sugath and Sammera. However, Sugath informed that they don't have sufficient first aid system and medical assistance system at the hotel and both Nilanthi and Prasanna need to be taken to a hospital which was 10 kilometres away from the hotel. Further, Sugath refused to provide transportation to



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take them to the hospital and Ajith has to admitted them to the hospital on his own accord as the hotel management did not take any interest with regard to their hospitalization. Later Ajith found that cleaning and washing of the floor were in progress at that time, but neither Sameera nor any other employee informed them to be cautious about the slippery floor and there was no notice displayed indicating ongoing cleaning and washing. Further, Ajith revealed that there was an alternative pathway to the relevant room which was unaware by Sameera.

Nilmini who is an owner of a company has arrived to the Leisure Park with her business partner Piyumi for spend some time leisurely. Nilmini was the person who signed the contract with the hotel and spent money for the reservation of the hotel. After having the dinner Piyumi has admitted to a hospital due to severe stomach ache and vomiting. Subsequently doctors found that Piyumi has suffered as a result of food poisoning.

Vajira has booked the hotel for four days. On the first day night vajira has asked sugath to serve a branded vodka to his room. Sugath replied that hard liquors will not be served to the rooms as per the hotel's regulations and all guests have to be walked to the hotel bar for having hard liquors. Vajira got angry and he scolded at Sugath. However, he went to the hotel bar and had some vodka. After consumption of vodka Vajira went to Sugath and threatened him with a weapon which he kept unlawfully in his possession as Sugath refused to serve a vodka to his room. Eventually Vajira assaulted sugath and broke a valuable glass plaque which was kept on the front desk as Sugath was trying to call police.

**Advice the parties on their rights and liabilities and relief based on legal provisions and case laws.**

(20 Marks)





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### Question 02

- (a) List any Three (3) of the Sources of Law (06 Marks)
- (b) List any Three (3) of the Acts passed by the Sri Lankan Legislature (The Parliament) which directly or indirectly relate to the hospitality industry in Sri Lanka. (06 Marks)
- (c) List any four areas that an owner of a Hotel or Host should be considered when he forms and runs a Hotel or Host in a proper and a legal manner. (08 Marks)

### Question 03

- (a) Explain Five (5) **Ingredients** of a legally valid and enforceable contract. (10 Marks)
- (b) Define three (3) main types of **Terms** in a contract. (06 Marks)
- (c) What do you mean by preventive legal management? (04 Marks)

### Question 04

- (a) List **two (2)** main types of **business structures** in a hospitality industry. (04 Marks)
- (b) Explain the **importance** of identifying the **business structures** for the hospitality industry. (08 Marks)
- (c) Write short notes on the following structures. (08 Marks)
  - (i) Sole Proprietorship
  - (ii) General Partnership



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### Question 05

- (a) Explain the principle of **Duty of Care** (02 Marks)
- (b) Explain the principle of **Reasonable Care** (02 Marks)
- (c) Explain the importance of maintaining above principles in the hospitality industry. (02 Marks)
- (d) List five (5) areas in which a hotel or host maintain reasonable care towards it's guests. (10 Marks)
- (e) Write a short note on the case of *Donoghue Vs Stevenson* 1932 AC 562 HL (04 Marks)

### Question 06

Write short notes selecting **four** out of the following topics

- (a) Applying of **invitation to treat** concept in Hospitality Industry (05 Marks)
- (b) The Agent Principal Relationship (05 Marks)
- (c) Types of Contracts of employment in Hospitality Industry (05 Marks)
- (d) Consumer Affairs Authority Act No.9 of 2003 (05 Marks)
- (e) Classifications of property in relation to Hospitality Industry (05 Marks)
- (f) Classifications of Law (05 Marks)



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### Question 07

- (a) Write a short essay on the Important features of the Food Act No.26 of 1980 highlighting the following areas
- (i) Prohibition in respect of foods
  - (ii) Labelling, Packaging and advertising of foods
  - (iii) Licensing
  - (iv) Composition of food advisory committee
  - (v) Duties of food advisory committee (10 Marks)
- (b) Write a short essay on the Important features of the Excise Ordinance No.41 of 1954 as amended highlighting the following areas
- (i) Powers of the minister
  - (ii) Manufacture, Possession and Sale of excisable articles
  - (iii) Import, Export and Transport of excisable articles
  - (iv) Licences for excisable articles (10 Marks)

### Question 08

Nature Resort is a famous hotel in Polonnaruwa, Sri Lanka which owned by Green Gardens (Pvt) Ltd. Kelum, is the Manager of Nature Resort who recruited in 5 years ago as a permanent employee. Mihira and Vijaya booked the hotel for their holiday.

Mihira came to the hotel with his wife Kalani and five-year-old baby girl Dilini. After check in Mihira has spent some time with his wife and baby in the room and left from the room to see the surrounding area on the request made by Dilini. At the time of leaving the room Mihira noted that the door of the room and its lock were not properly



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functioned and hence, he couldn't close the door properly. However, Mihira did not inform it to the hotel. When they returned back to the room Mihira realised that valuable jewellerys of Kalani which were kept in the room have been stolen. Mihira suddenly informed the Kelum, but he replied that the hotel will not take any liability for the stolen property and further he revealed that Mihira would have to be handed over any valuable property to the hotel for keeping them in the safe deposit box. However, neither notice was displayed in the room nor condition was included in the booking contract which regard to the safety deposit box.

Vijaya came to the Nature Resort with his family and booked the hotel for three days. They planned to go a safari travel on the second day as the Nature Resort provides a special safari package for its own guests. In the morning of the second day Nature Resort has provided a safari cab with a driver. The said driver was a permanent employee of the Nature Resort and the safari cab was belonged to the hotel. After few minutes of traveling they met with a fatal accident due to the negligence of the driver. Vijaya and his family members were admitted to the hospital by the people who were in the road. Subsequently, Police found that the driver was consumed alcohol and the safari cab was not in the good running condition.

Advice the parties on their rights, liabilities and relief.

(20 Marks)

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



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Year 1 Semester II  
REPEAT EXAMINATION  
E Tourism – THM 12093

- This paper consists of EIGHT questions on FOUR (04) 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: 2020.08.17

Pass mark: 40%

Time: 03 Hours

**Question 01: (Compulsory)**

1. Answer all the parts of this question.

(a) Underline the most suitable answer.

(05 Marks)

a. The VPN can use only for the mobile phones.

i. True

ii. False

b. Hotels use the Property Management System (PMS) for

i. Reservations

ii. Billing

iii. Marketing

iv. All of above

v. None of above

c. The first phase of the website development life cycle is the designing the website

i. True

ii. False

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- d. What is the function which is not included in the Travel Agency Management System?
- i. Booking and Reservation
  - ii. Report generating
  - iii. Human Resource (HR) management
  - iv. Sales and Marketing
  - v. Accounting
- e. Dynamic websites are user-friendly rather than static websites.
- i. True
  - ii. False
- (b) Briefly describe the importance of internet for the tourism industry. (05 Marks)
- (c) What is the most suitable network among the internet, extranet and intranet for an internal database system of a hotel? Justify your answer. (05 Marks)
- (d) **Phishing** is a concept to get the most critical information of users. Briefly describe the phishing attack. (05 Marks)

## Question 02

- (a) Write down the requirements for **local PMS** and **cloud-based PMS** separately. (05 Marks)
- (b) Briefly describe the importance of PMS for a hotel. (07 Marks)
- (c) Energy Management System (EMS) is a key module of PMS. Briefly describe its importance to the hotel. (04 Marks)

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- (d) Suppose you are working in a hotel as the general manager and you are willing to buy a PMS for your hotel. What are the factors you consider before buying the system? (04 Marks)

### Question 03

- (a) Briefly describe how the circuit switching and packet switching work. You should use diagrams to explain the concepts. (12 Marks)
- (b) What are the main two types of IP addresses mainly using in the world? (04 Marks)
- (c) What are the internet protocols used to send and retrieve emails? (04 Marks)

### Question 04

- (a) Briefly describe why travel agencies need a Travel Agency Management System? (04 Marks)
- (b) Briefly describe the Booking and Reservation functions of the Travel Agency Management System. (08 Marks)
- (c) Briefly describe the concept of E-Commerce. (08 Marks)

### Question 05

- (a) Briefly describe the Cloud computing and client-server computing. (08 Marks)
- (b) Some companies in the tourism industry use the Global Distribution System (GDS) and the Internet Distribution System (IDS), but some companies do not use it. Briefly explain the reasons for them. (08 Marks)
- (c) What is the protocol used for transferring web pages? Briefly describe it. (04 Marks)

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**Question 06**

- (a) Write down four payment methods you can use in a hotel. (04 Marks)
- (b) Briefly compare any payment method with the cash. (06 Marks)
- (c) Briefly describe the online credit card transaction process using a diagram. (10 Marks)

**Question 07**

- (a) Briefly describe the Tourism Destination. (04 Marks)
- (b) Briefly describe the elements of the tourism destination. (04 Marks)
- (c) Briefly describe the three types of E-Commerce. (12 Marks)

**Question 08**

- (a) Briefly describe the concept of digital marketing and digital marketing tools. (06 Marks)
- (b) Briefly describe the Trojan Horse attack. (04 Marks)
- (c) Briefly describe the URL. (04 Marks)
- (d) What are the actions you will take to prevent cyber-attacks? (06 Marks)

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



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**Year I Semester II**  
**REPEAT EXAMINATION**  
**Basics of Total Quality Management – THM 12161**

- This paper consists of SEVEN (07) questions on THREE (03) pages.
- Answer FOUR 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: 2020.08.17

Pass mark: 40%

Time: 02 Hours

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**Question 01 (Compulsory)**

- (a) Define the term "Total Quality Management" (TQM) (05 Marks)
- (b) Explain the Four drive model on employee motivation with examples. (20 Marks)

**Question 02**

- (a) Customer satisfaction can be identified in three (03) status and "cognitive dissonance" can be recognized with regard to one of those statuses.  
Explain the above statement adding your views. (10 Marks)
- (b) Customers' feedbacks, ideas and suggestions are key data sources for designing a continually improving system in an organization. Discuss ten methods of engaging customers in communication with a hotel or a travel facilitator seeking for positive customer engagement. (15 Marks)

**Question 03**

- Select five (05) Total Quality Management principles as per your choice and explain them briefly with appropriate example. (25 Marks)

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### Question 04

Write short notes on five (05) selected topics mentioned below;

- (a) 5 Why method
- (b) Quality circles
- (c) Check sheets
- (d) Fish bone diagram
- (e) 5S
- (f) Just in Time (JIT)

(5\*5 Marks)

### Question 05

What do you mean by "Mass customization"? Briefly explain the cosmetic, adoptive, transparent and the collaborative strategies of mass customization with regard to a hotel service.

(25 Marks)

### Question 06

- (a) Explain term "Customer retention" (05 Marks)
- (b) Develop a customer loyalty which is attractive for customers for a hotel or an airline (20 Marks)

### Question 07

Carefully go through the customer complaints mentioned below on a reputed hotel chain called "Sea shed Lanka".

Complaint 01: Hotels are good but the reservation part is weak because the online payment system doesn't work properly. I call the Colombo reservation office more than 6 times to get a reservation confirmation. Their reservation tracking was poor. I had to do the full payment at the point of reserving the hotel but when we arrived the hotel they didn't know about the payed amount simply because of the poorly trained staff at office. Luckily, I have had all necessary prof on all payments made.

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Complaint 02: We stayed a couple of weeks in the Negambo hotel and had horrible experiences on customer service. The hot water did not work and we heard all guests around us complaining on the same and the staff did not listen to us with care. The bathrooms had a bad smell time to time. The famously advertised pool was completely empty and under construction with no advance notice. The staff was also horrible and not very nice.

Assume that you are the manger responsible in handling these complaints and explain the process of handling the complaints effectively by yourself. (25 Marks)

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



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Department of Management and Business Studies  
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Course CODE: BMgt 556/557

Year I Semester II  
REPEAT EXAMINATION  
Basics of Tourism Marketing- THM 12112

- This paper consists of SEVEN (07) questions on FOUR (04) pages.
- Answer FOUR 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: 2020.08.18

Pass mark: 40%

Time: 02 Hours

**Question 01: (Compulsory)**

**Bembridge Airport**

Bembridge Airport is on the eastern end of the Isle of Wight, a small island located off the south coast of England near the large towns of Portsmouth and Southampton. The Isle of Wight has been designated an Area of Outstanding Natural Beauty. It has agricultural and tourism industries, but tourism is its main business activity.

**Bembridge Airport's Importance to the Island's Economy**

Bembridge Airport is one of two airfields functioning on the island, the other being a grass airstrip at nearby Sandown. Bembridge has a tarmac runway, but this is not large enough to handle commercial passenger aircraft, so the airport's main trade comes from light aircraft. The airfield also has a gliding club on its south side and offers facilities for groups of pilots. Pilots fly into Bembridge to sample the local seafood, enjoy walks along the cliffs, and to see the island from the air. Relatively few pilots stay overnight, but the airfield can accommodate visiting aircraft and provide parking space if necessary.

In common with other small airfields, Bembridge has a wide variety of different enterprises on-site. It has a cafe (which is popular with non-flying visitors as well as pilots), it offers hangar space for private aircraft, and it encourages private pilots to fly in to visit the picturesque island itself. Fuel sales offer another source of revenue. Bembridge also promotes local events such as the Isle of Wight Festival.

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### **Local Competition**

Competition can be strong, with pilots having a lot of choices of where to fly to, and even though the cost of the flight might run into hundreds of pounds, a five-pound difference in the landing fee might be enough to make a pilot choose another airfield.

Rival airfield Sandown represents direct competition. Sandown has a grass runway and can therefore be adversely affected by heavy rain. It also has fewer facilities, especially after a disastrous fire destroyed its restaurant and clubroom in 2007. However, Sandown hosts the annual Spamfield Fly-in for microlight aircraft, a major event in the UK aviation calendar. Microlights are cheap to buy and operate, so the sport attracts many people with relatively low incomes. Spamfield charges around £10 per aircraft to land, so Bembridge competes by charging microlights only £7.50. Larger aircraft pay progressively greater amounts, but fees remain relatively low.

### **Sources of Potential Problems**

People living near airfields often complain about the noise from aircraft, and some airfields have been forced to close because of this. Flying is seasonal and extremely weather-dependent. Bad weather means that there will be no visiting aircraft, consequently no landing fees and few people using the restaurant. Civil Aviation safety regulations are often onerous. Despite this, Bembridge still manages to be a popular and successful destination.

*The above data has been based on a real-life situation, but details have been changed for assessment purposes and may not be an accurate reflection of reported news.*

*Source – CIM Past papers – Marketing Essentials – March 2011*

Using the given information in the case study you are required to;

- a) Explain the importance of analyzing external environment to Bembridge Airport.  
(05 Marks)
- b) Produce a SWOT analysis for Bembridge Airport using the information in the given case study.  
(20 Marks)

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### Question 02

As a Marketing Manager you might expect to have a well-resourced and managed Marketing Information System (MIS). Though, some information is available but neither the form nor the accessibility of the data is entirely suitable for marketing purposes. Using a company of your choice, prepare a brief report for the IT Manager that;

- a) Explain the importance of having a MIS for your company. (05 Marks)
- b) Explain the importance of Marketing Intelligence as a source of gathering data for MIS and list four (04) different sources for gathering marketing intelligence. (08 Marks)
- c) Discuss how customer data can be collected using marketing research. (12 Marks)

### Question 03

As a Product Manager for a global cosmetics company, you believe that the Asian market for cosmetics is growing rapidly and offers considerable potential. You therefore wish to develop your product portfolio to exploit the market opportunities across the region.

- a) Assess three (03) suitable bases on which the Asian market for this product could be segmented (15 Marks)
- b) Discuss two (02) suitable targeting strategies for your company to enter Asian Market. (10 Marks)

### Question 04

- a) Explain the importance of being marketing oriented by highlighting its differences with initial orientations/ concepts. (13 Marks)
- b) Explain key four characteristics of a service using examples (12 Marks)

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### Question 05

As a Marketing Assistant working within the marketing department of a newly opened hotel, you have been asked by your manager to produce a report for your marketing department that:

- a) Graphically present the levels of product and services and explain how the products and service levels could be used to gain competitive advantage for the hotel. (16 Marks)
- b) Recommend three (03) suitable marketing communication tools that your hotel could use to communicate with its target market effectively. (09 Marks)

### Question 06

As the Marketing Director of ASC, a fine dining restaurant, you have prepared a detailed marketing plan to support the commercial activities.

- a) Explain three options that restaurant can consider when designing a suitable distribution channel. (13 Marks)
- b) The business is under considerable price pressure and needs to find cost-effective ways of operating in a dynamic marketing environment. Explain three (03) price adjustment strategies that the company could consider. (12 Marks)

### Question 07

You work for a large national insurance company based in a country of your choice. You have been asked by your manager to produce a report for all local and regional managers, that:

- a) Explain the role of branding and qualities that should be considered when selecting a brand name. (10 Marks)
- b) Explain the use of extended marketing mix elements for gaining competitive advantage for the company. (15 Marks)

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



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Year I Semester II  
SEMESTER END EXAMINATION  
Tourism Legislations and Insurance Policies – THM 12103

- This paper consists of EIGHT (08) questions on SIX (06) pages.
- Answer FIVE 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: 2020.03.10

Pass mark: 40%

Time: 03 Hours

**Question 01: (Compulsory)**

Golden Island is a famous hotel in Mount Lavinia, Sri Lanka which is owned by Relax Travellers (Pvt) Ltd. Gamini is the Manager of the Golden Island who was recruited 10 years ago as a permanent employee. Amara, Nayana, Taro and Muru planned to spend their vacation at the Golden Island.

Amara arrived at the Golden Island with his wife Thilini and booked the hotel for 2 days. Gamini welcomed them at the front desk. They were introduced to Charitha, who was a newly recruited employee for room services and asked him to take their travel bags to the relevant room. Thilini informed Charitha that there is a glass plaque inside one of the travel bags and requested him to handle with care as it is fragile. Charitha took the travel bags and loaded them on to a cart. However, due to his inexperience he was not competent enough with navigating the cart across the pathway to the room. Thilini noted that the said glass plaque was totally damaged and one bag with valuable items was missing at the time Charitha brought the travel bags to the room. They suspected that Charitha might have stolen the said bag and they also found out that the cart with the travel bags had rolled over due to carelessness of Charitha.

Nayana who was a regular traveller, booked the hotel for 3 days. When she was on the way



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to her room a piece of asbestos sheet fell on her head leading to a serious cut. Later she found out that it had fallen from the roof where construction was in progress. But, neither Saman nor any other employee informed her to be cautious about the construction taking place and there was no notice displayed indicating ongoing construction. Further the management had failed to ensure proper safety precautions were being followed at the construction site. Nayana had to be admitted to the hospital on her own accord as the hotel management did not take any interest with regard to her hospitalization.

Taro is a foreign national who visits Sri Lanka frequently and is a regular visitor of the Golden Island. He had booked the hotel for six days. On the sixth day the hotel requested him to check out, but Taro did not comply with the request. Then Gamini entered Taro's room and re-requested him to check out and settle the bill. However, Taro replied that he was not in a position to settle the bill since he doesn't have adequate money with him and requested Gamini to allow him to stay for a few more days as he was a regular guest of the Hotel. However, Gamini refused Taro's request and warned him to leave. Then Taro became angry and assaulted Gamini.

Muru who is also a foreign national, had booked the hotel for two days. On the evening of the first day after consuming liquor Muru jumped into the shallow end of the swimming pool thinking that it was the deep end of the pool. His head was severely injured as a result of his head hitting the floor of the pool. There was neither any signs or indications at the pool area nor was there any instructor or lifeguard at the pool. However, there was a clause in the booking contract stating, "No guest is allowed to use the pool after consuming liquor" Parties are seeking for relief.

**Advice the parties on their rights and liabilities and relief based on legal provisions and case laws.** (20 Marks)

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### Question 02

- (a) Explain main **components** of an enforceable contract. (06 Marks)
- (b) Define the **Terms** of a contract. (06 Marks)
- (c) Explain **how** and **when** a contract can be **void** or **voidable**. (04 Marks)
- (d) Explain the **remedies** for void and voidable contracts. (04 Marks)

### Question 03

- (a) What do you mean by an "**organizational structure**" in the hospitality industry? (02 Marks)
- (b) List **four** types of **organizational** structures which are suitable for the hospitality industry (04 Marks)
- (b) What do you mean by an "**operating structure**" in the hospitality industry? (02 Marks)
- (d) List **four** types of operating structures which are suitable for the hospitality industry (04 Marks)
- (e) Explain the **importance** of identifying the above structures for the hospitality industry (08 Marks)

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### Question 04

- (a) List **four** types of **contracts of employment** in the hospitality industry (04 Marks)
- (b) Explain the **importance** of identifying labour relationship in the hospitality industry (04 Marks)
- (c) Explain the difference between an **“employee”** and an **“independent contractor”** (04 Marks)
- (d) List four main areas that are governed by the **Shop and Office Employees’ Act No.19 of 1954** (04 Marks)
- (e) List **four** relevant Acts other than the Shop and Office Employees’ Act No.19 of 1954 for the employees in the hospitality industry. (04 Marks)

### Question 05

- (a) Describe **two** classifications of property in the hospitality industry. (04 Marks)
- (b) Explain the methods of **purchasing** property in the hospitality industry. (04 Marks)
- (c) Explain the methods of financing for the purpose of **purchasing** property in the hospitality industry. (04 Marks)
- (c) List **four** types of Intellectual Property rights in the hospitality industry. (04 Marks)

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- (c) Explain the liabilities of the hotel or the host in case of loss of guest's property.  
(04 Marks)

### Question 06

Write short notes selecting **four** out of the following topics

- (a) Duty of Care
  - (b) *Donoghue Vs Stevenson* 1932 AC 562 HL
  - (c) Contributory Negligence
  - (d) Consumer Affairs Authority Act No.9 of 2003
  - (e) Sources of Sri Lanka Law
  - (f) Classifications of Law
- (05 Marks\*4 = 20 Marks)

### Question 07

- (a) **"In a restaurant / hotel foods and beverages can be displayed in several means"**  
Explain when and how the contract between the client and the hotelier been made for serving of foods and beverages. (04 Marks)
- (b) Explain the liabilities of the hotel or the host in case of food poisoning. (04 Marks)
- (c) Explain the Important features of the Food Act No.26 of 1980 in relation to the following areas
- (i) Prohibition in respect of foods
  - (ii) Labelling, Packaging and advertising of foods
  - (iii) Licensing
  - (iv) Composition of food advisory committee
  - (v) Duties of food advisory committee
- (12 Marks)

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### Question 08

- (a) Explain the Important features of the Excise Ordinance No.41 of 1954 as amended in relation to the following areas
- (i) Powers of the minister
  - (ii) Manufacture, Possession and Sale of excisable articles
  - (iii) Import, Export and Transport of excisable articles
  - (iv) Licences for excisable articles (12 Marks)
- (b) Discuss the rights and liabilities of the hotelier or the travel agent on providing transportation for guests (08 Marks)

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

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Year I Semester II  
SEMESTER END EXAMINATION  
Communication Skills for Tourism – THM 12142



- This paper consists of FIVE (05) questions on TWELVE (12) pages.
- Answer ALL questions.
- 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: 2020.03.07

Pass mark: 40%

Time: 02 Hours

Section A - Business Vocabulary/ Structures

**Question 01**

**A. Underline the most appropriate word given within brackets. (10 Marks)**

- Supply chain management plays a large [game/ work/ role] in the world we live in.
- 50% of businesses, [regarding/ regardless/ with regard to] of size, close down within five years of launch.
- Most businesses are doomed to fail because of poor [strategically/ strategy/ strategic] management.
- The majority of businessmen haven't recognized the need for close [alignment/ matching/ conformity] between supply chain and general business strategies.
- Many of our best opportunities were [unleashed/ denied/ created] out of necessity.
- The company began to look at new [options/ reasons/causes] for warehousing.

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- (vii). Recruitment is usually carried out by the [personal/ popular/ personnel] manager.
- (viii). Tourism is the island's main [sauce/ saws/ source] of income.
- (ix). The package includes [siteseeing/ sightseeing/ citeseeing] tour of London.
- (x). Some [accommodation/ accommodating/ accompany] between conservation and tourism is essential.

**B. Put the words in the following sentences in the correct order. (10 Marks)**

(i). delicately/ the issue/ the manager/ last week/ handled/ in office

.....  
.....

(ii). its share/ the company/ since 2017/ heavily/ has been losing/ in the market

.....  
.....

(iii). the whole time/ equitably/ in an organization/ should be treated/ employees

.....  
.....

(iv). far and wide/ its service/ expanded/ a year/ the supermarket/ within

.....  
.....

(v). employers/ English/ their organization/ of/ state/ 95%/ that/ to/ important/ is

.....  
.....

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**Section B - English in Pragmatic/ Realistic Settings**

**Question 02**

**A. Identify the errors in the following sentences and rewrite correcting them. (10 Marks)**

**Example:** You sent the memo, no? You sent the memo, didn't you?

- (i). He didn't return back yesterday .....
- (ii). Does they sell imported goods? .....
- (iii). Is she not coming tomorrow? .....
- (iv). We have met before, no? .....
- (v). You didn't lie to me, don't you? .....
- (vi). He disturb always others. ....
- (vii). Have you never been abroad?.....
- (viii). She wanted to go there, isn't she? .....
- (ix). Statistics are a useful subject. ....
- (x). last year had many accidents. ....

**B. Write the functions of the following expressions used in everyday language choosing from the box. (10 Marks)**

request, certainty, obligation, permission, suggestion, ability, prohibition, no necessity, criticism, assumption, possibility

**Example:** People shouldn't smoke in public places. [*prohibition*]

- (i). Tourist arrivals might increase this year ? .....
- (ii). You must have dialed the wrong number. ....
- (iii). Citizens must pay taxes. ....
- (iv). The company should have taken immediate measures. ....



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- (v). You needn't have come today. ....
- (vi). The staff can go out during lunch hour. ....
- (vii). Shall we begin a new company? .....
- (viii). She can teach handicrafts. ....
- (ix). Would you type this letter for me, please? .....
- (x). She must have finished the degree now. ....

**Section C - Comprehension**

**Question 03**

- I. Read the following description find out how many students joined the annual excursion in 2020. (05 Marks)**

All the students were planning to go on an annual excursion. There were twenty-five students in the class. Nine students out of the twenty-five were girls. Either Ashen or Bhanuka would join the excursion. Neither Chrishane nor Dilshan could take part in the excursion this year. Not only Emil but also Frank were unable to join in 2020. Although George couldn't join in 2019, he participated in 2020. None of the girls got permission to go on the excursion last year. However, only three girls didn't get permission to go in 2020.

How many students went on the annual excursion in 2020? Underline the correct answer.

- (a) twenty-two      (b). sixteen      (c). twenty-one      (d). seventeen

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- II. Read the article below about the successful delegation of work. Underline the best word or phrase to fill each gap from (a), (b), (c) or (d). (15 Marks)

**Be a better boss by doing less work**

Delegation is an essential skill for any manager who e.g. (b) their business to grow. But if you have spent time building up your business, it can be difficult to [1]..... control and responsibility to others. Many managers fear that delegating means employing more staff, but it is often simply a question of [2].....the workload.

The first step towards effective delegation is to work out which tasks you must do yourself. Begin by writing down everything you do over a two-week [3]..... and then analyze how you spend your time. [4]..... how much of what you do is critical to achieving your business goals and this will help you decide what you can delegate.

You can only delegate if you [5].....people with the right skills and experience to delegate to. Don't delegate to the wrong person and make sure staff understand [6].....what they have to do. If measurable objectives such as key performance [7].....or timescales are not clear, staff are left thinking they are doing a good job, [8].....actually their efforts don't fully [9]..... your expectations.

Remember, too, that the person you are delegating to must feel they are being rewarded, not punished. People are often willing to [10]..... responsibility for tasks above their grade, but there is a fine line between giving them tasks they

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find enjoyable and exploiting them. Ask your staff what tasks they would like to [11].....and how they feel about the responsibility involved.

Give staff the freedom to [12].....tasks in their own way. Explain what end result you [13]..... but give them choices on the means to achieve it, don't interfere. However, that doesn't mean taking no interest. It is important to [14]..... controls in place at the beginning so you can evaluate if the task is being done properly and have a weekly review to [15]..... progress.

Example:

- |                       |                     |                  |                |
|-----------------------|---------------------|------------------|----------------|
| (a). desires          | (b). <u>wants</u>   | (c). aims        | (d). hopes     |
| 1. (a). hand over     | (b). get across     | (c). bring about | (d). make out  |
| 2. (a). recirculating | (b). redistributing | (c). recycling   | (d). rerouting |
| 3. (a). stage         | (b). term           | (c). time        | (d). period    |
| 4. (a). Regard        | (b). Believe        | (c). Reflect     | (d). Consider  |
| 5. (a). go over       | (b). take on        | (c). keep up     | (d). send out  |
| 6. (a). exactly       | (b). actually       | (c). certainly   | (d). truly     |
| 7. (a). indicators    | (b). symbols        | (c). signs       | (d). notices   |
| 8. (a). because       | (b). whereas        | (c). so          | (d). since     |
| 9. (a). complete      | (b). reach          | (c). meet        | (d). arrive    |
| 10. (a). hold         | (b). accept         | (c). agree       | (d). carry     |
| 11. (a). promise      | (b). endeavor       | (c). commit      | (d). undertake |
| 12. (a). perform      | (b). function       | (c). deliver     | (d). operate   |
| 13. (a). hope         | (b). think          | (c). expect      | (d). wish      |
| 14. (a). build        | (b). fit            | (c). let         | (d). put       |
| 15. (a). trace        | (b). monitor        | (c). enquire     | (d). detect    |

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**Section D - Presenting Information**

**Question 04**

**A. Study the following situations and write a meaningful sentence using the most suitable form of the given word. Look at the example. (10 Marks)**

**Example:** The unemployment rate: 13.5 % in 2017 and 3.2 % in 2018 (*dramatic*)

The unemployment rate fell *dramatically* in 2018.

(i). The annual turnover: Rs.70.51 m in 2018 and 70.54 m (stable)

.....

(ii). The liabilities: Rs.954.6 m in 2015 and Rs.295.8 m in 2019 (rapid)

.....

(iii). The lending rate: 14.63% in 2018 and 14.59 in 2019 (minimal)

.....

(iv). The employees: 270 in 2016 and 510 in 2018 (significant)

.....

(v). The inflation rate: 2017 - 13.4%, 2018 - 12.3%, 2019 - 11.2% (gradual)

.....

**B. Summarize the information given in the table by selecting and reporting the main features and make comparisons where relevant. (10 Marks)**

The table gives information on the passing rate in Business Communication I and II in 2017 and 2018.



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.....

.....

**Section E - Business Writing**

**Question 05**

**A. In the following report, five phrases or sentences are missing. Write the number of the missing phrases or clauses given separately in the blanks where they should fit in.**  
**(10 Marks)**

**The report on office technology**

An all-staff email was sent out *e.g. (iv)* about the office equipment. Staff were also invited to a meeting at Tuesday lunchtime to discuss possible improvements to the technology.

**Current situation**

There is a general feeling that the current *(a)*..... as soon as possible. The internet connection is often slow and unreliable. The IT support team are helpful but *(b)*..... quickly enough.

**Possible improvements**

Several requests were made for new presentation software which *(c)*..... . James and Alisa agreed to research the price of other software packages and to get back to me after two weeks with some figures.

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### **Conclusion**

I recommend that *(d)*..... with smartphones and then make a decision on whether to purchase these and/or new presentation software. A further meeting with staff *(e)*..... on how and when smartphones should be used.

- (i). we research the cost of providing staff
- (ii). cannot always respond to problems
- (iii). may be needed to discuss the company policy
- (iv). to ask staff their opinions e.g.*
- (v). computer system should be upgraded
- (vi). could be an alternative to PowerPoint

**B. As the marketing manager of a company, you researched and found out the following information for the continuous low sales of the company. Write a short report to CEO according to the given format adding any other relevant information. (10 Marks)**

- after the entry year, the cost of raw materials increased
- compelled to increase the price of products
- when entered the market, there were only three competitors, now nearly twelve
- staff issues
- no coordination between units
- limited sales area
- no product diversification

**Use the following format:**

Introduction - Cost of raw materials- Competitors - Recommendations







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Year I Semester II  
 End Semester Examination  
 ACCOUNTING FOR TOURISM THM12132

- This paper consists of seven questions on Eleven (11) pages.
- Answer any Four 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: 2020.03.05

Pass mark: 40%

Time: 02 Hours

**Question 01: (Compulsory)**

USE THE GIVEN FORMAT TO ANSWER THE QUESTION

Following trail balance has been extracted from the finance department of Tal Lanka Hotels (PLC) for the year 2018/2019

Trail balance as at 31.03.2019

| Description                              | Debit     | Credit    |
|--|-----------|-----------|
|  | (RS 000') | (RS 000') |
| Purchases/ Production cost / Direct cost | 2,100,000 |           |
| Sales                                    |           | 2,600,000 |
| Carriage Inwards                         | 12,000    |           |



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|  |           |           |
|--|-----------|-----------|
| Trade Payables   |           | 421,000   |
| Electricity Expenses   | 30,000    |           |
| Legal Fees   | 40,000    |           |
| Return Inwards   | 5,000     |           |
| Return Outwards  |           | 15,000    |
| Bank Loan (@ 8% Interest)  |           | 1,500,000 |
| Rent Expenses  | 45,000    |           |
| Stated Capital (RS. 10 each)                                     |           | 1,750,000 |
| Cash & Bank  | 99,200    |           |
| <b>Property Plant &amp; Equipment at cost (As at 01.04.2018)</b> |           |           |
| Land   | 1,800,000 |           |
| Buildings  | 1,000,000 |           |
| Motor Vehicles   | 1,300,000 |           |
| Inventory as at 01st of April 2018                               | 50,000    |           |
| Auditors Remuneration  | 35,000    |           |
| Other Marketing expenses   | 40,000    |           |
| Trade Receivables  | 143,000   |           |
| Staff cost   | 100,000   |           |
| Repair and Maintenance   | 50,000    |           |
| Rent Income  |           | 20000     |
| Income from scrap sales  |           | 7200      |
| Advertising expenditure  | 50,000    |           |



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|   |                  |                  |
|---|------------------|------------------|
| Interest expenses from bank borrowings                          | 80,000           |                  |
| <b>Accumulated Depreciation of PPE as at 01st of April 2018</b> |                  |                  |
| Buildings   |                  | 250,000          |
| Motor Vehicles  |                  | 416,000          |
| <b>Total</b>  | <b>6,979,200</b> | <b>6,979,200</b> |

Following are the adjustments which should be made in the financial statements for 2018/ 2019 financial year.

- (i) Inventory as at 31/03/2019 amounting to Rs. 84 Million
- (ii) Following expenses are accrued as at 31<sup>st</sup> March 2019
  - Other Marketing expenses Rs. 1 million
  - Electricity expenses Rs. 2 million
- (iii) Following expenses are paid in advance as at 31<sup>st</sup> March 2019
  - Repair and Maintenance expenses Rs. 5 million
  - Advertising Expenses Rs. 10 million
- (iv) A Bank loan has been taken at 8% interest.
- (v) For 2016 / 2017 depreciation expenses should be charged **on cost** as follows
  - Buildings, 5 % per annum
  - Motor Vehicles, 8% per annum
- (vi) Bad debt should be 5% from the debtors
- (vii) The Land has been revalued as at 01<sup>st</sup> of January 2019 to RS 1.9 billion



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(viii) Corporate tax rate imposed by Inland Revenue Department (IRD) for the year 2018 / 2019 is estimated as Rs. 10 million

**Required:**

- (a) Prepare Income statement for the financial year 2018/2019 (15 Marks)  
 (b) Prepare the Statement of Financial Position as at 31<sup>st</sup> March 2019 (10 Marks)

*Note:* Candidates should follow LKAS 01 / IFRS 01 / IAS 01 for the "Preparation & Presentation of Financial Statements"

**Question 02**

Following information are provided for Cargills Ceylon PLC (Group information) for the years of 2018 and 2019

Table 2.01: Financial Information

|                    | 2018 (Rs 000') | 2019 (Rs 000') |
|--------------------|----------------|----------------|
| Revenue            | 94,662,991     | 91,293,127     |
| Cost of goods Sold | 84,214,185     | 80,718,803     |
| Operating Profit   | 4,682,326      | 6,262,937      |
| Interest expenses  | 1,424,664      | 1,307,163      |
| Tax expenses       | 1,369,122      | 1,914,413      |
| Total Assets       | 58,128,927     | 52,792,281     |



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|                                  |            |            |
|----------------------------------|------------|------------|
| Total Liabilities                | 40,186,026 | 35,971,970 |
| Total Equity (Including profits) | 17,942,901 | 16,820,311 |
| Inventory                        | 9,762,036  | 9,662,860  |
| Trade Receivables                | 6,842,456  | 5,635,118  |
| Trade Payables                   | 14,810,176 | 13,220,686 |

You are required to calculate following ratios and give **your conclusion** on company performance in the forms of **profitability and solvency** for the years of 2018 and 2019.

- (i) Gross profit margin
- (ii) Operating profit margin
- (iii) Net profit margin
- (iv) Return on Assets
- (v) Return on Equity
- (vi) Debt to total assets ratio
- (vii) Equity to total assets ratio
- (viii) Debt to Equity ratio

(25 Marks)

### Question 03

- (a) "Management Accounting has become a vital source of information for managers of organizations in general and business endeavors in facing challenges encountered in a world of increasing complexity". Clearly explain the major differences between Financial Accounting and Management accounting. (10 Marks)



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- (b) Integrated reporting is the "process that results in communication, most visibly a periodic "integrated report", about value creation over time. Discuss on the areas those are discussed under this concept by Global Reporting Initiative (06 Marks)
- (c) Clearly explain about the different stakeholders who are interested on accounting information with their respective purposes they require those information (09 Marks)

#### Question 04

Mr. Madhawa, an entrepreneur in small and medium enterprises, started a new restaurant "Rankoth Quality Foods", in Maharagama area, Sri Lanka. Following transactions were occurred during the month of January 2019

01<sup>st</sup> Jan - Invested Rs. 300,000 (Rs 150,000 was his own money and remaining has been taken as a loan from Bank of Ceylon)

02<sup>nd</sup> Jan - Purchased vegetables and other raw materials for producing spicy foods at Rs 25,000 on cash

04<sup>th</sup> Jan - purchased fruits for juices and salads at Rs 15,000 on credit from Mr. Chandima

05<sup>th</sup> Jan - Purchased furniture from Lakdiva furniture PLC, for the restaurant worth RS 65,000, on credit

06<sup>th</sup> Jan - Mr. Madhawa has taken RS 2500 for her personnel use

09<sup>th</sup> Jan - Issued a cheque for Lakdiva PLC for the purpose of paying for furniture purchased



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10<sup>th</sup> to 19<sup>th</sup> Jan - 20,000 worth materials were used for producing meals and juices and sold them at Rs 45,000 on cash

20<sup>th</sup> to 31<sup>st</sup> Jan - 15,000 worth materials were used for producing meals and juices and sold them at Rs 25,000 on cash

21<sup>st</sup> Jan - paid salaries worth RS 25,000

22<sup>nd</sup> Jan - Paid utility expenses worth Rs 2500

25<sup>th</sup> Jan - paid RS 15,000 as interest expenses for the loan taken

30<sup>th</sup> Jan - Rs 9,000 worth advanced payment was received from an institute for an order meal for an almsgiving on 05<sup>th</sup> February 2020

Required,

- (a) Put the transactions in to the basic Accounting Equation. And briefly explain the reasons to change the equity value at the end of the month (15 Marks)
- (b) Calculate the profit for the month ended 31<sup>st</sup> January 2020 (05 Marks)
- (c) Prepare a Statement of Financial Position as at 31<sup>st</sup> January 2020 (05 Marks)

### Question 05

- (a) Briefly explain the importance of Cost Volume and Profit analysis for a business organization (04 Marks)



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- (b) Nirmahal Super is a sole proprietorship which sells bakery items. Following sales and cost information are provided for their three products of Cupcakes, sausage buns and burgers for the month of January 2020

Table 5.01: sales and cost information

|                        | Cup Cakes | Sausage buns | Burgers |
|------------------------|-----------|--------------|---------|
| Selling Price per unit | 100       | 120          | 150     |
| Variable cost per unit | 30        | 50           | 70      |
| Total Fixed Cost       | 100,000   | 150,000      | 200,000 |
| Current sales units    | 1500      | 2200         | 2650    |

Based on the given information calculate,

- (i) Contribution per unit
- (ii) Contribution to sales ratio
- (iii) Variable cost to sales ratio
- (iv) Breakeven point in units and in rupees
- (v) Current profits earned by the company for each product
- (vi) Margin of safety ratio for each product
- (vii) If the organization wants to earn Rs 20,000 for burgers, how many of burgers should be produced and sold

(03 Marks\*7 = 21 Marks)





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### Question 06

- (a) Clearly explain all the sub categorization of cost based on Profit calculation and the cost behavior with appropriate examples and graphs (10 Marks)
- (b) Read the following case study and provide answers for the given question

SEKEM is an Egyptian enterprise, employing 1290 workers, found by Dr. Ibrahim Abouleish in the Egyptian desert in 1977, with the aim to achieve the sustainable development of the Egyptian community through long-term economic, social, cultural and ecological-oriented activities. In order to tackle the major Egyptian problems of food security, water scarcity, climate change, and widespread poverty, the main competitive solutions adopted by SEKEM are the transition towards organic/biodynamic agriculture and the production of sustainable phytopharmaceuticals as well as of organic textiles and clothes. According to its business values and activities, during the years, SEKEM developed a remarkable holistic business model, in accordance with ecological and ethical principles, characterized by four pillars: economic life, ecology, societal life, and cultural life. In line with this business model structure, part of the profits from economic activities is reinvested in the other sustainable initiatives, also in association with long-standing international partnerships. In Europe, there are five associations, in five different countries (Austria, Germany, the Netherlands, Scandinavia, and Switzerland), which support cultural work for the SEKEM Initiative through funding and donations. Together with its European partners, SEKEM found the International Association for Partnership in Ecology and Trade (IAP), with the aim of facilitating interaction and



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communication between farmers, producers, and traders, also improving the quality of organic food. In this way, SEKEM operates as a bridge between countries to the North and South of the Mediterranean area, to promote the purpose of SEKEM and encourage an intercultural dialogue. From a social perspective, 10% of profits of SEKEM companies finance cultural and social activities of the SEKEM Development Foundation, a private nonprofit organization, with the aim to improve healthcare and educational systems and manage training centers. Additionally, in 2012, the Heliopolis University for Sustainable Development was established under the umbrella of SEKEM Initiatives, underlining the original idea of Dr. Ibrahim Abouleish, which is the achievement of sustainable development by reinvesting in the community.

Clearly explain the importance of sustainability accounting and sustainability reporting as a part of management accounting by linking the following areas

- Stakeholders
  - Business value
  - Objectives of management accounting
- (15 Marks)

### Question 07

- (a) Briefly explain the reasons for preparing a "Bank Reconciliation Statement"  
(05 Marks)
- (b) The cash book of M/S Universal Trading Company shows a cash book balance of Rs. 102,568 in Soneri bank Ltd. as of 31.01.2020. In February 2020 the firm received a bank



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statement for the month of January 2020 showing a credit balance of Rs. 118,068.

Comparison of bank statement with the cash book revealed the following anomalies

- (i) Cheque issued totaling Rs. 115,250 recorded in cash book but not appeared in the bank statement.
- (ii) Cheque received from customers amounting to Rs. 75,850 deposited and properly accounted for in the cash book was not credited by bank.
- (iii) Cheques received from the following customers were returned unpaid by the bank
  - Cheque from Ghazi Autos received for Rs. 1,200
  - Cheque from Rahil Bros. received for Rs. 18,500
  - Cheque form Akmal Sons was received for Rs. 2,000
- (iv) Excise duty debited by bank Rs. 200
- (v) Bank charges debited by bank Rs. 1,200
- (vi) Charged commission on collection of outstations cheque by bank of worth Rs. 800

Based on the above information, prepare the adjusted cash book and the bank reconciliation statement. (20 Marks)

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

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Use the following format for Question 01 (Attach this to the answer booklet)

Index Number: .....

..... Company

Income Statement

For the year ended 31<sup>st</sup> March 2019

|                                   | Notes | RS. | RS. |
|-----------------------------------|-------|-----|-----|
| Sales                             |       |     |     |
| Cost of Goods Sold                |       |     |     |
| Gross Profit                      |       |     |     |
| Other income                      |       |     |     |
| Distribution expenses             |       |     |     |
| Administrative expenses           |       |     |     |
| Other expenses                    |       |     |     |
| Financial Expenses                |       |     |     |
| Profit before tax                 |       |     |     |
| Income tax                        |       |     |     |
| Profit for the year               |       |     |     |
| <b>Other Comprehensive Income</b> |       |     |     |
| Total Comprehensive Income        |       |     |     |



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..... Company

Statement of Financial Position

As at 31<sup>st</sup> March 2019

| Assets                        | Notes | RS. | RS. |
|-------------------------------|-------|-----|-----|
| Non-Current Assets            |       |     |     |
| Property plant and equipment  |       |     |     |
| Current Assets                |       |     |     |
| Total Assets                  |       |     |     |
| <u>Equity and Liabilities</u> |       |     |     |
| Equity                        |       |     |     |



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|                              |  |  |
|------------------------------|--|--|
| Noncurrent Liabilities       |  |  |
| Current liabilities          |  |  |
| Total Equity and Liabilities |  |  |



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Year 1 Semester II  
SEMESTER END EXAMINATION  
Front Office Management – THM 12123

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

Date: 2020.03.03

Pass mark: 40%

Time: 03 Hours

**Question 01: (Compulsory)**

**SELECT MOST APPROPRIATE ANSWER OUT OF THE GIVEN CHOICES. (20 Marks)**

(a) What is the phonetic word for letter "R"?

1. Romeo
2. Roman
3. Rome
4. Rose

(b) What does D/O mean?

1. Departure Out
2. Delay On
3. Due Out
4. Due On

(c) What is the card which we spend from the money in our account?

1. Key Card
2. Cash Card

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3. Debit Card
4. Credit Card

(d) Which of the following is not a reason for registering a guest?

1. It is a legal requirement
2. It provides a record
3. A source of information
4. To know the guest's birthday

(e) What is the term used for number of people in a hotel?

1. Passengers
2. Pax
3. Clients
4. None of the above

(f) What is a folio?

1. Menu
2. Cash
3. Cheque
4. Bill

(g) What is PMS?

1. Planned Management System
2. Process of Management System
3. Property Management System
4. Property Managed System



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(h) What is a "Pigeon Hole"?

1. Key tag Rack
2. Key and Mail Rack
3. Stamp Rack
4. Valet car key rack

(i) Which room has two separated beds?

1. Twin Room
2. Single Room
3. Couple Room
4. Double Room

(j) Which of the following is not served in an English breakfast?

1. Waffles
2. Corn Flakes
3. Salmon
4. Hot Chocolate

(k) Which of the following is not a communication process?

1. Verbal
2. Listening
3. Visual
4. Non Verbal

(l) Within how many rings should you answer the phone?

1. 5 times
2. Three times
3. Three seconds
4. 5 seconds

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(m) The room status report does not help to

1. Update room status
2. Find scanty luggage rooms
3. Know the exact house count
4. Coordinate the guest room charge

(n) Who is the person who represents the management all 24 hours?

1. Lobby Manager
2. Guest Relations Manager
3. Front Office Manager
4. Bell Captain

(o) Which of the following is not found in a differently abled room?

1. Low bed
2. Railings
3. Tall Cupboards
4. Large washrooms

(p) Where is the front office Manager's office located?

1. Back of the house
2. Front of the house
3. Lobby
4. Concierge

(q) Which of the following is not an attribute of a Receptionist ?

1. Pleasant Smile
2. Friendly
3. Not Punctual
4. Knowledgeable

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(r) Who is an RDM?

1. Revenue Division Manager
2. Revenue Department Manager
3. Rooms Division Manager
4. Rooms Division Monitor

(s) Which of the following is not a common method of making a reservation?

1. Letter
2. Email
3. Telephone
4. Online

(t) Which of the following can be spoken to a guest?

1. Religion
2. Private Matters
3. Politics
4. Outlet Information

## Question 02

(a) Expand the following abbreviations

(04 Marks)

- i. FIT
- ii. ARR
- iii. OCC
- iv. S/O
- v. D/O
- vi. O.O.O
- vii. VIP
- viii. DND

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(b) What are the five (5) room tariffs (Do not use abbreviations) and briefly explain each. (05 Marks)

(c) Write 5 types of hotels and explain each. (05 Marks)

(d) Name three (3) benefits of customer service for each of the following parties. (06 Marks)

- i. Company
- ii. Customer
- iii. You (Staff)

### Question 03

(a) What is a MICE tourism? (02 Marks)

(b) What are three (3) modes of transportation and give two examples for each mode. (03 Marks)

(c) Briefly Explain the factors that should not be spoken in front of a guest. (05 Marks)

(d) Briefly explain four (4) of the following. (10 Marks)

- i. Studio Room
- ii. Chalets
- iii. Cabana
- iv. In valid room
- v. Duplex Room
- vi. Hollywood Room

### Question 04

(a) Draw the Front Office Organizational Structure. (05 Marks)

(b) What are the 3 methods of on the job communication methods and list down 4 barriers to effective communication. (05 Marks)

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- (c) Describe two (2) points each stating the relationship of Front Office with five other departments in a hotel. (10 Marks)

### Question 05

- (a) List down two (2) front of the house areas and two (2) back of the house areas in the front office department. (02 Marks)
- (b) What are the four (4) main types of keys? (04 Marks)
- (c) What are the four (4) types of complaints and give one (1) example each. (04 Marks)
- (d) Name three (3) advantages and two (2) disadvantages of electronic key card. (05 Marks)
- (e) Explain the steps in handling a complaint. (05 Marks)

### Question 06

- (a) Name three (4) general duties of the bell desk. (04 Marks)
- (b) Describe four (4) of the following front office terminology. (04 Marks)
- i. Unannounced Departure
  - ii. Scanty Luggage
  - iii. Left Luggage
  - iv. Room Change
  - v. Announced Departure
  - vi. Luggage Room
- (c) Explain what is rooming a guest giving examples. (04 Marks)
- (d) List down and explain four (4) miscellaneous services carried out by the bell desk. (08 Marks)

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### Question 07

- (a) Write down two (2) last minute guest complaints. (02 Marks)
- (b) Name 5 special guest requests. (05 Marks)
- (c) What are the factors to be considered during a group arrival? (05 Marks)
- (d) Draw the guest cycle and give two activities at each stage. (08 Marks)

### Question 08

- (a) Who is a Guest? (02 Marks)
- (b) Explain why first impressions are last impressions. (04 Marks)
- (c) List down 5 different ways that guests can be classified. (Ex; Nationality) avoid using this example. (04 Marks)
- (d) All activities in the hotel involve payments. Mention the various modes of payment a customer could pay his bills in a hotel and explain each of them. (10 Marks)

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



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Year I Semester II  
SEMESTER END EXAMINATION  
Basics of Tourism Marketing- THM 12112

- This paper consists of SEVEN (07) questions on FIVE (05) pages.
- Answer FOUR 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: 2020.02.29

Pass mark: 40%

Time: 02 Hours

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**Question 01: (Compulsory)**

**Transport industry - UK**

Transport services are at the heart of the UK economy - moving people to work, home and school, and goods to households and businesses. In the 1980s, the government started to privatise bus services in the UK. It believed that allowing private firms to compete to run bus services would keep prices low and ensure companies would try harder to give customers what they wanted. The result has been more efficient, innovative and sustainable bus services.

Another key government policy affecting all transport services relates to the reduction of CO2 emissions. The UK government has signed an international treaty - the Kyoto Protocol. Countries which sign the agreement intend to reduce the emission of harmful gases. This can succeed only through partnership with business. A good example of this is the government initiative to encourage more children to use bus services rather than travelling to school by car.

From 2010, as part of an initiative called Carbon Reduction Commitment, all transportation companies will need to buy carbon credits. These credits will permit companies to generate specific quantities of carbon emissions.

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Another important factor affecting transportation business is taxation. High tax on fuel encourages customers to switch from using cars to more economical bus and rail transport. Congestion charges in cities like London also encourage drivers to switch to other forms of transport.

Moreover, the number of older people in the UK is rising. There are more people with bus passes in this country than ever before. The passes mean that users travel free, as the local authority pays companies for providing the service. Many elderly people prefer to travel by bus because it is convenient and safe.

Society's habits and tastes are also changing. People are more aware of the importance of the environment and becoming 'green consumers'. Green consumers prefer goods and services that are 'environmentally-friendly' and which have less impact on the environment. The green consumer, for example, prefers to travel by bus or train than by air or in a large car. Further, people are now more mobile and travel more.

Today the environment changes are perhaps the most important external influence on any transport service. There is overwhelming evidence that human activity is contributing to climate change. Government, consumers and businesses all want to see better environmental management.

*The above data has been based on a real-life situation, but details have been changed for assessment purposes and may not be an accurate reflection of reported news.*

*Adopted from; The times 100*

Using the given information in the case study you are required to identify and explain five macro environmental trends that effect transportation industry UK. (25 Marks)



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### Question 02

Many international tourist destinations have found it difficult to cope with radical market changes and unexpected environmental events in the past few years. Using a specific tourist destination as an example, write a report to the Destination Tourist Executive which:

- a) Assess why having a Marketing Information System (MIS) is important to the selected tourist destination. (05 Marks)
- b) Explain how Marketing Information System (MIS) should function for managers to make correct decision in this turbulent environment. (20 Marks)

### Question 03

Hal Sophino, who is 45 years old entrepreneur, has developed a business offering quality sandwiches for employees working in the south-east of England. The basic sandwich service is supplemented by high value drinks such as cappuccino or latte coffees and specialist teas. Hal is very ambitious and wants to expand his business so that he can retire at 50 years of age. As a consultant you are required to;

- a) Explain how Hal could segment the market using three suitable bases. (15 Marks)
- b) Explain two suitable value differences that you suggest using for positioning the company offer (10 Marks)

### Question 04

- a) Critically evaluate the characteristics of traditional product-oriented organisations and the challenges they face in becoming market-oriented in a turbulent environment. Illustrate your answer using an organisation of your choice. (08 Marks)
- b) There is a vital difference between marketing of a goods and that of a service. Explain how it differs using examples. (17 Marks)

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### Question 05

Beefeater, a UK family restaurant chain owned by Whitbread since the 1970s, has been in the mature stage of the PLC for many years. New menu items are continually introduced to refresh the product offer, whilst retaining popular traditional dishes.

- With the aid of a diagram, discuss the key stages of the product life cycle (15 Marks)
- Explain two price adjustment strategies that they could use for improving sales.

(10 Marks)

### Question 06

- Sri Lanka's tagline has changed multiple times, including 'Refreshingly Sri Lanka', 'Small Miracle', 'Wonder of Asia' and 'A Land Like No Other'. The Sri Lanka Tourism Promotion Bureau launched Sri Lanka's new destination brand "So Sri Lanka" at the World Travel Mart 2018 in London. Below (Figure 1) consist of some of the promotions they use.

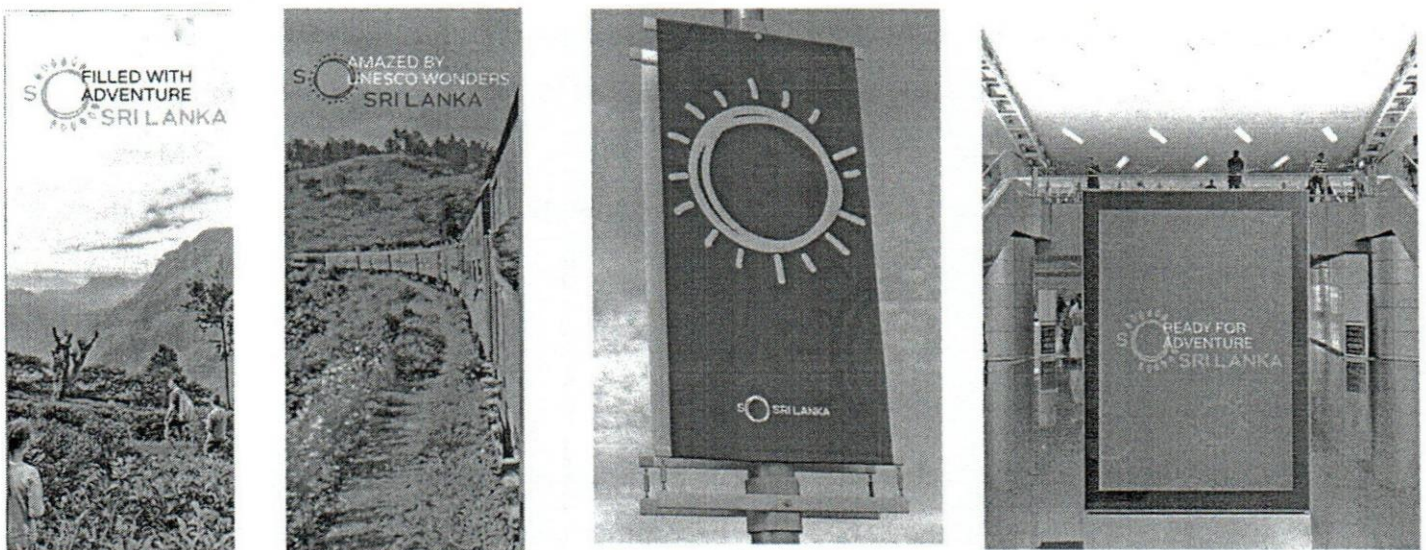


Figure 1 - So Sri Lanka Communication campaign

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- i. Discuss the effectiveness of this campaign analyzing its message and its suitability to the audience and the objective. (10 Marks)
- b) You work as a consultant for a family owned restaurant based in a Malabe and have been asked to produce an email to be sent to the management team, that discuss three suitable distribution channels that restaurant can use for improving their market presence. (15 Marks)

### Question 07

TGI Friday's was one of the first American casual dining chains that recognized that consumers were looking for a dining experience. The restaurants, with wooden floors, Tiffany lamps, bentwood chairs, striped tablecloths, stained glass and authentic memorabilia, are designed to provide a comfortable and relaxing environment.

- a) Explain the importance of extended marketing mix elements to generate competitive advantage for TGI Friday. (15 Marks)
- b) Recommend two suitable communication tools that TGI Friday could use to promote their business in Sri Lanka. (10 Marks)

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



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Year 1 Semester II  
SEMESTER END EXAMINATION  
E Tourism – THM 12093

- This paper consists of EIGHT questions on FOUR (04) 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: 2020.02.25

Pass mark: 40%

Time: 03 Hours

**Question 01: (Compulsory)**

- (a) Choose the most suitable answer. (05 Marks)
- The VPN has less secure connection than internet.
    - True
    - False
  - Hotels use the Property Management System (PMS) for
    - Reservations
    - Billing
    - Marketing
    - All of above
    - None of above
  - The first phase of the website development life cycle is:
    - Planning
    - Designing
    - Gathering information/requirements
    - Developing
    - None of above

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- d. What is the function which is not included in the Travel Agency Management System?
- i. Booking and Reservation
  - ii. Report generating
  - iii. Human Resource (HR) management
  - iv. Sales and Marketing
  - v. Accounting
- e. Nowadays dynamic websites are popular than static websites.
- i. True
  - ii. False
- (b) Briefly describe the concept of E-Tourism and its importance. (03 Marks)
- (c) Draw a client-server computer network and briefly describe its importance. (06 Marks)
- (d) Suppose you are working as a manager in a three-star hotel called ABC. You have been assigned the task of implementing an online payment method for the hotel. What are the online payment methods you should consider? Give reasons for your answer. (06 Marks)

## Question 02

- (a) Write down the requirements for **local PMS** and **cloud-based PMS** separately. (06 Marks)
- (b) PMS is used for the front desk of hotels. Explain its importance. (06 Marks)
- (c) Energy Management System (EMS) is a key module of PMS. Briefly describe its importance to the hotel. (04 Marks)
- (d) Briefly explain what you should consider in order to adopt a PMS. (04 Marks)

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### Question 03

- (a) Briefly describe the concept of packet switching. (06 Marks)
- (b) Briefly describe concept of IP Address. (04 Marks)
- (c) HTTP is an internet protocol. Describe the HTTP briefly. (04 Marks)
- (d) Briefly describe the concept of Intranet. (06 Marks)

### Question 04

- (a) Briefly describe why travel agencies need a Travel Agency Management System? (06 Marks)
- (b) Booking and Reservation is a key function of the Travel Agency Management System. Briefly describe its importance. (06 Marks)
- (c) Briefly describe at least two features in Customer Relationship Management System. (06 Marks)
- (d) Write down at least four things you should consider before selecting a suitable software system for a hotel. (02 Marks)

### Question 05

- (a) Briefly describe the Global Distribution System (GDS) and Internet Distribution System (IDS). (06 Marks)
- (b) Some companies in the tourism industry use the Global Distribution System (GDS) and the Internet Distribution System (IDS), but some companies do not use it. Briefly explain the reasons for them. (08 Marks)
- (c) Briefly describe the **ResAvenue** and its benefits to the hotels. (06 Marks)

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### Question 06

- (a) Compare Cash and Credit Cards. (06 Marks)
- (b) Briefly describe the online credit card transaction process using a diagram. (10 Marks)
- (c) List down at least 4 demographic factors for identifying internet consumer behavior. (04 Marks)

### Question 07

- (a) Briefly describe the Tourism Destination. (04 Marks)
- (b) Briefly describe the elements of the tourism destination. (04 Marks)
- (c) Briefly describe the role of the Destination Management System (DMS). (08 Marks)
- (d) List down major modules of the Destination Management System (DMS). (04 Marks)

### Question 08

- (a) Briefly describe the concept of digital marketing and digital marketing tools. (06 Marks)
- (b) Briefly describe the cookies. (04 Marks)
- (c) Briefly describe the Denial of Service (DoS) attack and spam websites. (04 Marks)
- (d) What are the actions you will take to prevent cyber-attacks? (06 Marks)

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



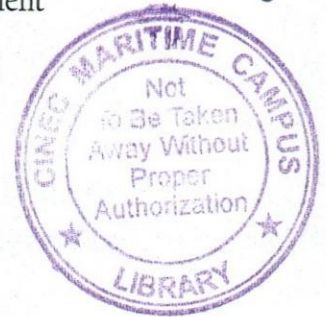
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CINEC Campus

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**BMgt (Hons) in Tourism and Hospitality Management**  
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01



## Year I Semester II REPEAT EXAMINATION Legislation for Tourism – THM 12103

- This paper consists of EIGHT (08) questions on THREE (03) pages.
- Answer FIVE 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: 2019.03.28

Pass mark: 40%

Time: 03 Hours

### Question 01: (Compulsory)

Mac is a German National who comes often to Sri Lanka to spend his retired life's leisure in enjoying the scenic beauty of the beaches and marine environment in the country. He is a customary guest of the Aqua Marine Resort in Hikkaduwa, and had been staying for at least a month when he comes two to three times a year during the past ten years. Since, he had been a regular guest, the Resort was not following the routine procedure in taking his details at each time of his visit for the past three years, and just let him to stay the number of days that he spent at the Resort while letting him further to use all facilities of the Resort at his will. He even used to mingle with the Staff and often visit their quarters on regular basis. One night, Mac was found to have been consuming Alcohol with few Minor Staff members of the Resort inside one of the Staff quarters, and this incident led to immediately ousting him from the Resort by its Management at an unusual time like 11 pm that he couldn't find any alternate lodging facility in the nearby. Considering this scenario, answer the following:

- (a) State whether there has been any Contract between the Resort and Mac. Explain your answer. (04 Marks)
- (b) State in brief whether the Resort owe any duty towards Mac. (04 Marks)
- (c) Describe whether the Staff members who were involved in this incident had any duty towards their employer Resort. (04 Marks)
- (d) Advice Mac on any possibilities of suing the Resort based on the relevant incident of ousting him from the Resort facility. (08 Marks)





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## Question 02

Considering the area of Principal and Agent relationship being a vital part in tourism and hospitality industry, explain the following:

- (a) In a situation where a Tourism Promoter being an agent conducts businesses for his Tour Operator being a principal, the five (5) types of duties of the agent towards this principal. (05 Marks)
- (b) The agent has to always carry out strict instructions of the principal or not. (04 Marks)
- (c) The doctrine of Ultra Vires (acting Out of Scope). (05 Marks)
- (d) If the agency contract has been given to the agent to operate promotional service on exclusive basis; the actions of the principal appointing another agent to work for him in executing 'general' business affairs for the principal. (06 Marks)

## Question 03

Write a comprehensive essay covering the important areas of the Food Act No. 26 of 1980 appropriately within the provided marks for this question. (20 Marks)

## Question 04

Maintaining regulatory standards of the various institutions that authorize up-keeping of Hotels and Tourism facilities in the country are utmost duties of those who run hotels, motels, guest houses, restaurants, and other recreational facilities in the hospitality industry. Answer the following:

- (a) State the importance of obtaining various Licenses and Permits from regulatory bodies and local authorities in running such facilities. (05 Marks)
- (b) Maintenance of Rules as per the regulations relating to serving of Liquor. (04 Marks)
- (c) Adhering to strict controls on Opening and Closing times of Restaurants and Entertainment places. (04 Marks)
- (d) The functions and duties of the Sri Lanka Tourism Promotion Bureau. (07 Marks)



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01

## Question 05

Explain the nature of law while giving attention to the historical developments of law.

(20 Marks)

## Question 06

Explain municipal law and international law with examples.

(20 Marks)

## Question 07

(a) The three essential elements of a contract are offer, acceptance and consideration.

Explain these elements with case law.

(10 Marks)

(b) A contract comprises of express and implied terms. Explain these two categories of terms with examples and if necessary case law.

(10 Marks)

## Question 08

Write short notes on the following.

(a) Law of Obligation

(05 Marks)

(b) Law of Contract

(05 Marks)

(c) Law of Tort

(05 Marks)

(d) Law of Property

(05 Marks)

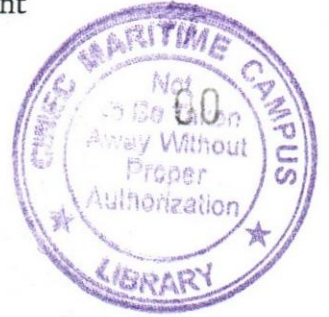
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Year I Semester II  
REPEAT EXAMINATION  
Front Office Management – THM 12123

- This paper consists of SEVEN (07) questions on SEVEN (07) pages.
- Answer FIVE 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: 2019.03.27

Pass mark: 40%

Time: 03 Hours

**Question 01: (Compulsory)**

(1 Mark\*20 = 20 Marks)

Select most appropriate answer and circle the number.

1. An excursionist is a person
  - (a) Who travels & return after one year
  - (b) Who visit foreign countries
  - (c) Who travel to another destination where he/she normally doesn't travel and return without overnight stay
  - (d) A domestic tourist
2. A capsule hotel is
  - (a) Situated in suburbs of cities
  - (b) Situated close to main roads
  - (c) A place where guests stay longer periods
  - (d) A business hotel situated close to railway stations & bust terminals with budget accommodation.
3. Facilities provided in old Inns were
  - (a) Mechanics to attend minor repairs to vehicles
  - (b) Foreign currency exchange
  - (c) To exchange horses
  - (d) To drive up to the room



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4. UNWTO is

- (a) United Nations Women Travel Organization
- (b) United Nations World Travel Organization
- (c) United Nations World Transport Organization
- (d) United Nations World Tourism Organization

5. Accommodation provided to pilgrims in ancient Sri Lanka was

- (a) An Inn
- (b) Motel
- (c) Guest Houses
- (d) Religious Places

6. A Double -Double room is a

- (a) Room with two identical beds
- (b) Room with three beds
- (c) Room with three beds and a baby cot
- (d) Room with two double beds

7. A room with a divan type of sofas which can be converted to a bed room at night

- (a) Chalet
- (b) Cabana
- (c) Duplex room
- (d) Studio room

8. An errand card is

- (a) Arrival notification slips
- (b) Luggage tag
- (c) Room change notification
- (d) Check list of luggage to indicate the movements of guest luggage.



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9. Invalid room should have

- (a) A large bed, a lot of furniture, low level switches panels and different floor levels in the room
- (b) Wheel chair access to the room, different floor levels in the room, low level bed and low level switch panel
- (c) Wheel chair access, low-level door locks & switch panels, low level bathroom fittings (wash basin and mirror), minimum furniture and low level beds and same floor level in all areas in the room.
- (d) A bed and furniture, low level door locks and switch panels, same level of floor in all areas in the room

10. What do you mean by "Scanty Luggage?"

- (a) Luggage kept in the luggage room to take later
- (b) Luggage with any defect
- (c) A small piece of hand bag on arrival
- (d) A dirty bag

11. Key sections of the Front Office

- (a) Reception, House Keeping, Security, Bell Desk and doormen
- (b) Reception, Reception Board, Telephone Operator, Concierge & Doormen
- (c) Reception, Telephone Operator, Concierge, Bell Desk Cash Desk (Cashier) & Doormen
- (d) Reception, HR office, Telephone Operator , Concierge & Doormen

12. Full Board meal plan is

- (a) Room, breakfast & dinner
- (b) Room breakfast & one main meal
- (c) Breakfast, lunch & dinner
- (d) Room, breakfast, lunch and dinner

13. Les Clef D'or is

- (a) An organization offering tour guide licenses
- (b) An organization licensing hotels



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- (c) An international organization certifying and licensing Concierge
- (d) A French term for an appetizer

14. Kalpitiya is situated in

- (a) Central Province
- (b) UWA province
- (c) Southern Province
- (d) North Western Province

15. The Cultural Triangle is

- (a) Anuradhapura, Polonnaruwa and Sigiriya
- (b) Polonnaruwa, Sigiriya and Kandy
- (c) Anuradhapura, Polonnaruwa and Kandy
- (d) Anuradhapura, Sigiriya and Kandy

16. Five "R" concept in key controlling

- (a) Record, Relocate, Return, Rotate and Replace
- (b) Record, Retrieve, Replace, Re-use & Rotate
- (c) Rationale, Record, Retrieve, Rotate & Replace
- (d) Rationale, Record, Recycle, Rotate & Replace

17. Advantages of having individual registration cards to register guests in a hotel are

- (a) Cleanliness, flexibility of using the card, discreetness and speed of registration of groups
- (b) Indiscreetness, speed of registration of groups, simplicity and flexibility of using the card
- (c) Cleanliness, speed of registration of groups, simplicity and flexibility of using the card
- (d) Cleanliness, indiscreetness, simplicity and flexibility of using the card

18. Requirements for an efficient reservation system in a hotel is

- (a) A reservation chart, a bookings diary & a good filing system
- (b) A reception board, a bookings diary and an alphabetical index



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- (c) An alphabetical index, a bookings diary & a reservation chart
- (d) A good filing system, a reception board & a reservation chart

19. Modified American Plan is

- (a) Full Board
- (b) All Inclusive
- (c) Room, Breakfast and Dinner
- (d) Room Breakfast & Lunch

20. A reception board is

- (a) A device kept at the front office indicating room status of the hotel
- (b) A chart indicating all advance reservations.
- (c) A bookings diary
- (d) An alphabetical Index



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## Question 02

Draw a conventional reservation chart & a bookings diary and enter the following reservations (20 Marks)

Reservation received on 13/03/19

Arrival : 12/04/2019 Departure 17/04/2019

Mr/s Jones - 01 DBL - FB- Jetwing Travels - Payment by Jetwing

Mr/s. Schmidt - 01 DBL - HB - FIT - Payment Direct; 25% advance payment made

Mis. Hiromi Yoshida - 01 SGL - HB - FIT - Payment direct ; 25% advance payment

## Question 03

Describe barriers to effective communication. (20 Marks)

## Question 04

Write Short notes on the following (20 Marks)

- (a) An Excursionist
- (b) Define a Hotel
- (c) Conventional Reservation Chart
- (d) A Certified Concierge
- (e) Full Board meal plan
- (f) Interconnecting Room
- (g) Key & Mail Rack
- (h) Held Off Room
- (i) Transient Hotel
- (j) A Motel

## Question 05

Describe the steps of check in procedure for a guest with advance reservation. (20 Marks)





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## Question 06

Compare the advantages & disadvantages of Book Form Register & Individual registration cards. (20 Marks)

## Question 07

Describe attributes of a good front desk agent in a fiver star hotel. (20 Marks)

## Question 08

Describe the different sections of the front office of a small hotel and describe the duties of each section (20 Marks)

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



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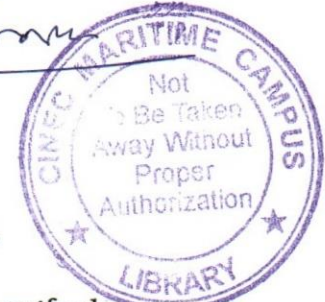
04

Year I Semester II

REPEAT EXAMINATION

Accounting for Tourism – THM 12132

*Librarian*



- This paper consists of SEVEN (07) questions on EIGHT (08) pages.
- Answer FOUR 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: 2019.03.26

Pass mark: 40%

Time: 02 Hours

## Question 01: (Compulsory)

USE THE GIVEN FORMAT TO ANSWER THE QUESTION

WM (PLC) is a company, which engages in clothing industry in Sri Lanka. Its main business operations are buying fashionable clothing from well reputed suppliers and selling in the market. Following trail balance is given by the department of finance as at 31<sup>st</sup> March 2018

Trail balance as at 31.03.2018

| Description                  | Debit     | Credit    |
|------------------------------|-----------|-----------|
|                              | (RS 000') | (RS 000') |
| Purchases                    | 241,100   |           |
| Sales                        |           | 385,000   |
| Carriage Inwards             | 500       |           |
| Trade Payables               |           | 32,000    |
| Electricity Expenses         | 7,000     |           |
| Insurance Expenses           | 2,500     |           |
| Return Inwards               | 2,150     |           |
| Return Outwards              |           | 1,100     |
| Bank Loan (@ 8% Interest)    |           | 15,000    |
| Rent Expenses                | 1,500     |           |
| Stated Capital (RS. 10 each) |           | 222,750   |



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|  |         |         |
|--|---------|---------|
| Cash & Bank  | 24,000  |         |
| <b>Property Plant &amp; Equipment at cost (As at 01.04.2017)</b> |         |         |
| Land   | 200,000 |         |
| Buildings  | 100,000 |         |
| Machinery  | 80,000  |         |
| Inventory as at 01st of April 2017                               | 26,000  |         |
| Auditors Remuneration  | 1,000   |         |
| distribution and Transportation costs                            | 1,000   |         |
| Trade Receivables  | 25,000  |         |
| Salaries and Wages   | 8,200   |         |
| Repair and Maintenance   | 2,100   |         |
| Rent Income  |         | 1000    |
| Discounts received   |         | 800     |
| Advertising expenditure  | 600     |         |
| <b>Accumulated Depreciation of PPE as at 01st of April 2017</b>  |         |         |
| Buildings  |         | 25,000  |
| Machinery  |         | 40,000  |
| Total  | 722,650 | 722,650 |

Following are the adjustments which should be made in the financial statements for 2017/2018 financial year.

- (i) Inventory as at 31/03/2018 amounting to RS 30 Million
- (ii) Following expenses are accrued as at 31<sup>st</sup> March 2018  
Advertising expenses RS 150, 000  
Distribution and Transportation expenses RS 210,000



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- (iii) Following expenses are paid in advance as at 31<sup>st</sup> March 2018  
Insurance expenses RS 120,000  
Rent Expenses RS 200,000
- (iv) A Bank loan has been taken at 8% interest. But still the interest expenses have not been paid
- (v) For 2016 / 2017 depreciation expenses should be charged **on cost** as follows  
– Buildings – 5 % per annum.  
– Machinery- 10% per annum
- (vi) Bad debt should be 10% from the debtors
- (vii) The Land has been revalued as at 01<sup>st</sup> of January 2018 to RS 115 Million
- (viii) Corporate tax rate imposed by Inland Revenue Department (IRD) for the year 2015 / 2016 is 20 % per annum.

## Required:

- (a) Prepare Income statement for the financial year 2017/2018 (15 Marks)  
(b) Prepare the Statement of Financial Position as at 31<sup>st</sup> March 2018. (10 Marks)

**Note:** Candidates should follow LKAS 01 / IFRS 01 / IAS 01 for the "Preparation & Presentation of Financial Statements"

## Question No. 02

Based on the financial statements you have prepared for WM PLC (Question No. 01),

- (a) Calculate the following ratios for 2017/2018 Financial year. (Refer Table 2.01)  
(b) Give your recommendations on company performance, by comparing the calculated ratios with 2016/2017 years



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Table 2.01

| Ratio                      | Ratios for 2017/2018<br>years | Ratios for 2016/2017<br>year |
|----------------------------|-------------------------------|------------------------------|
| Gross Profit Margin (%)    | ----                          | 20.12%                       |
| Net profit Margin (%)      | ----                          | 19.5%                        |
| Return on Assets           | ----                          | 18.67%                       |
| Return on Equity           | ----                          | 25.11%                       |
| Current Ratio              | ----                          | 2                            |
| Debt to Total Assets ratio | ----                          | 25%                          |
| Debt to Equity Ratio       | ----                          | 33.33%                       |
| Earnings Per share (RS)    | ----                          | 2.5                          |

(25 Marks)

## Question 03

"Toyota Motor Corporation is an innovative world leader in sustainable business practices and because of this, the company is always seeking out ways of improving on already established best practices methods. In this instance the Toyota Motor Corporation has adopted an accountability method known as "Environmental accounting". These measures assure the public that a fiduciary commitment will be embraced by Toyota through activities that allocate resources and man power efficiently while insuring the public that the cost management principle will be upheld". (Cortez & Penacerrada, 2010, p.118)

- (a) "Environmental concern, Corporate Social Responsibility activities (CSR) are nowadays have been deeply touched with Accounting". **Explain the importance** of Environmental accounting and also "CSR", to be disclosed in the Annual reports of organizations" (10 Marks)
- (b) Clearly Explain the main purposes of accounting (10 Marks)
- (c) "Accounting Principles are a common set of accounting rules and standards that indicates how financial statements are prepared". Clearly explain few important accounting principles. (05 Marks)



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## Question 04

Ms. Lakmali started a business engaged in providing consultancy services for newly startup businesses on 01<sup>st</sup> of January 2018. The opening balance of Capital is RS 300,000. Liabilities are RS 200,000 and the assets are RS 500,000

Following transactions were occurred during the month of January 2018

02<sup>nd</sup> Jan - Provided a consultancy service for EM (Pvt) ltd and charged RS 25,000

03<sup>rd</sup> Jan - designed a new business Plan for JK ltd, for a fee of RS 40,000. JK agreed to pay the amount on 25<sup>th</sup> January

04<sup>th</sup> Jan - Purchased a new software for designing purposes, worth RS 20,000 on cash

05<sup>th</sup> Jan - Purchased furniture from Lakdiva furniture PLC, for decorating front office worth RS 15,000, on credit

06<sup>th</sup> Jan - Lakmali has taken RS 5,000 for her personnel use

09<sup>th</sup> Jan - Issued a cheque for Lakdiva PLC for the purpose of paying for furniture purchased

10<sup>th</sup> Jan - Invested RS 30,000 worth profits of the business for opening a new branch in Colombo

12<sup>th</sup> Jan - Provided RS 35,000 worth consultancy service on financing methods to Mr. Ajith on cash

21<sup>st</sup> Jan - paid salaries worth RS 15,000

22<sup>nd</sup> Jan - Received Interest income received RS 3,000

25<sup>th</sup> Jan - received cash from JK Ltd for the service provided.

### Required,

- Put the transactions in to basic Accounting Equation. And briefly explain the reasons to change the equity value at the end of the month (15 Marks)
- Prepare an Income statement for the month ended 31<sup>st</sup> Jan 2018 (05 Marks)
- Prepare a Statement of Financial Position as at 31<sup>st</sup> Jan 2018 (05 Marks)

## Question No: 05

Sinhagiri (Pvt) ltd is one of the famous restaurants located in Dambulla Sri Lanka. According to the customer perception, the restaurant is considered as a very good place for them to have meals and stay. Following information are related to restaurant's annual sales revenue and costs

Table 3.01



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|                | Value in LKR |
|----------------|--------------|
| Sales Revenue  | 10,000,000   |
| Fixed Costs    | 4,500,000    |
| Variable Costs | 2,500,000    |

Restaurant is normally charging RS 1000 per meal.

- Define the term "contribution" (03 Marks)
- How many meals should the restaurant need to sell normally to have its breakeven. (05 Marks)
- Currently, what is the margin of safety that has been achieved by the restaurant (Calculate In units as well as in Rupees) (06 Marks)
- If Restaurant needs to earn a Target profit of RS 3,500,000 how many meals should be sold by them. (06 Marks)
- Calculate the Net profit of the restaurant if the number of meals is going to be increased to 12,500 units (Assume variable costs will also be changed according to that.) (05 Marks)

## Question 06

- Explain the importance of Activity Based Costing (ABC) system as an overhead allocation system for decision making (05 Marks)
- PQR Company makes two models of antitheft devices. The portable model is relatively small and is primarily for use in automobiles. The standard model is much larger and is designed for houses and buildings.

PQR has conducted a special study to determine if an Activity Based Costing (ABC) would be beneficial in determining the cost of the two products. Following activities have been identified along with their associate costs

Table 6.01

| Overhead costs              | Value in Rupees |
|-----------------------------|-----------------|
| Depreciation                | 500,000         |
| Factory lease               | 400,000         |
| Inspection                  | 150,000         |
| Material Handling           | 200,000         |
| Power                       | 100,000         |
| Set up costs                | 250,000         |
| Product engineering charges | 50,000          |



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04

The analysts have identified following potential activity drivers and capacity of each.

Table 6.02

|                               | Portable | Standard  |
|-------------------------------|----------|-----------|
| Total Direct labour cost (RS) | 150,000  | 180,000   |
| Total Machine Hours           | 8,000    | 12,000    |
| Total Material cost (RS)      | 900,000  | 1,300,000 |
| Number of moves               | 3,500    | 4,500     |
| Number of set ups             | 300      | 700       |
| Engineering hours             | 1500     | 2500      |
| No. of Square Feet            | 1500     | 3500      |
| Inspected hours               | 1500     | 2500      |
| Units produced                | 10,000   | 15,000    |

Required,

- (a) Allocate the Overhead cost for the two models based on Activity based Costing (Use machine Hours as the activity driver for electricity expenses) (05 Marks)
- (b) Calculate the Total cost of each product (15 Marks)

## Question 07

- (a) Briefly explain the reasons for preparing a "Bank Reconciliation Statement" (03 Marks)
- (b) Clearly explain the reasons, with appropriate examples for having different balances in the bank column of a company's cash book and the bank statement received at a given period of time (07 Marks)
- (c) As at 31<sup>st</sup> March 2018, there was a **credit** balance of RS 3000 in the **bank statement** given by Sampath Bank for Mr. Silva's business, for the month of March. He found following information when analyzing the balances between cash book and the bank statement.
- Deposit transfers worth RS 80,000
  - RS 30,000 worth issued cheque for a supplier was still not presented to the bank
  - Bank charges worth RS 500 and a standing order worth RS 1500 could be seen in the bank statement, but was not recorded in the cash book
  - RS 20,000 worth cheque was rejected and returned by the bank. That cheque has been received from one of a customer of Mr. Silva. Information regarding returned cheque was not recorded in the Cash Book





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- RS 959 worth cheque payment could be seen in the cash book. But it was mentioned as RS 995 in the bank statement received by Mr. Silva. He identified that as an error in the cash book

**Required,**

- (i) Prepare the Bank reconciliation statement (07.5 Marks)
- (ii) Prepare the cash book (Bank column) and show the initial cash balance. (As at 1<sup>st</sup> of March 2018) (07.5 Marks)

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



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Use the following format for Question 01 (Attach this to the answer booklet)

Index Number: .....

..... Company

## Income Statement

For the year ended 31<sup>st</sup> March 2018

|                                   | Notes | RS. | RS. |
|-----------------------------------|-------|-----|-----|
| Sales                             |       |     |     |
| Cost of Goods Sold                |       |     |     |
| Gross Profit                      |       |     |     |
| Other income                      |       |     |     |
| Distribution expenses             |       |     |     |
| Administrative expenses           |       |     |     |
| Other expenses                    |       |     |     |
| Financial Expenses                |       |     |     |
| Profit before tax                 |       |     |     |
| Income tax                        |       |     |     |
| Profit for the year               |       |     |     |
| <b>Other Comprehensive Income</b> |       |     |     |
| <b>Total Comprehensive Income</b> |       |     |     |



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..... Company

## Statement of Financial Position

As at 31<sup>st</sup> March 2018

| Assets                        | Notes | RS. | RS. |
|-------------------------------|-------|-----|-----|
| Non-Current Assets            |       |     |     |
| Property plant and equipment  |       |     |     |
| Current Assets                |       |     |     |
| Total Assets                  |       |     |     |
| <u>Equity and Liabilities</u> |       |     |     |
| Equity                        |       |     |     |



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|                              |  |  |  |
|------------------------------|--|--|--|
| Noncurrent Liabilities       |  |  |  |
| Current liabilities          |  |  |  |
| Total Equity and Liabilities |  |  |  |



*Library*

Year I Semester II  
SEMESTER END EXAMINATION  
Communication Skills for Tourism – THM 12142

- This paper consists of FIVE (05) questions on ELEVEN (11) pages.
- Answer ALL questions.
- 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: 2019.01.18

Pass mark: 40%

Time: 02 Hours

**Question 01:**

**Read the following article about the Cross-Cultural Communication and answer the given questions.**

**Cross Cultural Communication**

Cross-cultural communication is imperative for companies that have a diverse workforce and participate in the global economy. It has become strategically important to companies due to the growth of global business, technology, and the Internet. Understanding cross-cultural communication is important for any company that has a diverse workforce or plans on conducting global business. This type of communication involves an understanding of how people from different cultures speak, communicate, and perceive the world around them.

Cross-cultural communication in an organization deals with understanding different business customs, beliefs and communication strategies. Language differences, high-context vs. low-context cultures, non-verbal differences, and power distance are major factors that can affect cross-cultural communication.

Let's study an example of how cross-cultural differences can cause potential issues within an organization. Jack is a manager at a New Mexico-based retail conglomerate. He has flown to Japan to discuss a potential partnership with a local Japanese company. His business contact, Yamato, is his counterpart within the Japanese company. Jack has never been to Japan before, and he's not familiar with their cultural norms. Undoubtedly, the lack of cultural understanding can create a barrier for business success when Jack handles his



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meeting with Yamato.

## **High versus low-context culture**

The concept of high and low-context culture relates to how an employee's thoughts, opinions, feelings, and upbringing affect how they act within a given culture. North America and Western Europe are generally considered to have low context cultures. This means that businesses in these places have direct, individualistic employees who tend to base decisions on facts. This type of businessperson wants specifics noted in contracts and may have issues with trust.

High-context cultures are the opposite in that trust is the most important part of business dealings. There are areas in the Middle East, Asia and Africa that can be considered high context. Organizations that have high-context cultures are collectivist and focus on international relationships. Individuals from high-context cultures might be interested in getting to know the person they are conducting business with in order to get a gut feeling on decision making. They may also be more concerned about business teams and group success rather than individual achievement.

Jack and Yamato ran into some difficulties during their business negotiations. Jack spoke quickly and profusely because he wanted to seal the deal as soon as possible. However, Yamato wanted to get to know Jack, and he felt that Jack spoke too much. Yamato also felt that Jack was only concerned with completing the deal for his own self-interest and was not concerned with the overall good of the company. Jack's nonverbal cues did not help the negotiations either.

**[For Summarizing]** Gestures and eye contact are two areas of non-verbal communication that are utilized differently across cultures. Companies must train employees in the correct way to handle nonverbal communication as to not offend other cultures. For example, American workers tend to wave their hand and use a finger to point when giving nonverbal direction. Extreme gesturing is considered rude in some cultures. While pointing may be considered appropriate in some contexts in the United States, Japanese would never use a finger to point towards another person because that gesture is considered rude in Japan. Instead, a Japanese might gesture with an open hand, with his palm facing up, toward the person. Eye contact is another form of nonverbal communication. In the U.S., eye contact is a good thing and is seen as a reflection of honesty and straightforwardness. However, in some Asian and Middle Eastern cultures, prolonged eye contact can be seen as rude or aggressive in many situations. When two people of different cultures encounter each other, they not only have different cultural backgrounds but their systems of turn - talking are



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also different. Cross cultural communication will be more effective and easier if both the speakers have knowledge of the turn taking system being used in the conversation.

**Write whether the following statements are true or false. (10 Marks)**

- (a) For companies engaged in international market with employees belonging to different cultures, cross cultural communication is of great value. ....
- (b) Language differences is a major factor that influence cross-cultural communication. ....
- (c) Poor cultural understanding will not affect success in international business ventures. ....
- (d) The way an employee thinks and how he was brought do not decide how an employee behaves within a culture. ....
- (e) Taking decisions based on facts is a characteristic of low-context cultures. ....

**Find similar words from the passage for the following words. (05 Marks)**

- (f) Very important and needing immediate attention - .....
- (g) Very different from each other - .....
- (h) The situation in which something happens - .....
- (i) Not involving words or speech - .....
- (j) Large company formed joining together different firms - .....

**Write a summary of the last paragraph in the above article using less than 50 words. Do not exceed the word limit. (05 Marks)**

.....

.....



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## Question 02

(i). a. Write 4 non-verbal clues. (02 Marks)

.....

.....

b. Briefly explain two characteristics of a good logo. (02 Marks)

.....

.....

.....

.....

c. What does the following symbols stand for? (02 Marks)

Flag - .....

Dove - .....

Rainbow - .....

Star - .....

d. What type of letter should you write to get information of a product (02 Marks)





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.....  
e. Are the following sentences true or false. (02 Marks)

- Giving more information is a feature of business letters.  
.....

- Get to the point as quickly as possible in business letters.  
.....

(ii). Imagine you witnessed harassing of a tourist at a hotel you were on full board recently. Write an email to complain to the higher authority in Tourist Board in Sri Lanka including the following.

- a short description of the incident
- the impact of such incidents on tourism
- What action should be taken against the management of the hotel

Use about 100 words

(10 Marks)

[Use a separate sheet]

## Question 03

(i). Write a short comment on how the following intercultural blunders could have been avoided. Look at the example. Use about 25 words.

*Example:* Tobacco giant Philip Morris ran print advertisements in Pakistani newspapers and magazines, violating the Pakistan's ban on such open advertisements of cigarettes.

Comment: The company should have studied regulations of Pakistan regarding Tobacco advertisements before publishing. The country's efforts to reduce the visibility of tobacco advertisements to minors should be respected. The company should immediately send a letter of apology to Health Ministry in the country before the situation gets worse.

a. Puma Company launched a new shoe design sporting the United Arab Emirates (UAE) flag colors for the 40<sup>th</sup> National Day in the country. Sadly, Emirati citizens



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expressed serious anger over this marketing attempt to place a respected symbol on an item considered very dirty in Arab culture. (05 Marks)

Your comment: .....

.....

.....

.....

.....

.....

b. Dalada Maligawa is one of the most sacred places in Sri Lanka. Sri Lankan Buddhists have much respect that they usually visit the place wearing white or clothes covering full body. A group of tourists who came in shorts were not allowed to see the place and they were displeased about it. (05 Marks)

Your comment: .....

.....

.....

.....

.....

.....

(ii). You saw the following advertisement in the newspaper. Write a suitable covering letter to be sent along with the cv. (**Do not write a cv**). (10 Marks)  
[Use a separate sheet]



**Exciting Opportunities in Destinations Management Company**

**MERRYLAND TRAVELS**

**Tours Executives (Males and Females)**

**Qualifications and experience**

- A Diploma/ Degree in Tourism and Hospitality preferred
- Will be required to directly liaise with our overseas clients via telephone calls and emails
- Should be self-starter and be able to work independently with minimum supervision
- Excellent command of English language and Basic IT skills
- Knowledge of foreign languages would be a distinct advantage but not compulsory

An attractive remuneration package plus fringe benefits together with job satisfying career prospects will be offered to the right candidates.

Please write to: HR Manager  
MARYLAND TRAVELS , Millennium Drive  
Malabe

**Question 04**

(a) Explain briefly three communication barriers. (05 Marks)

.....

.....

.....

.....



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.....  
.....

(b) Read the following extracts and answer the questions given. (10 Marks)

- (i). Interest will be charged if full payment is not made on the due date or if part of minimum payment is made before, on or after due date or full payment is made after the due date.

A customer's minimum payment Rs.24, 578.00 is due on 25<sup>th</sup> January 2019, he deposits Rs.10 000.00 on 19<sup>th</sup> January, Rs.14 500.00 on 25<sup>th</sup> January and Rs.15 000.00 on 26<sup>th</sup> January. Will he be charged interest? .....

- (ii). An estimated 90 percent of all marine life is concentrated about continental shelves which represent only 10 percent of the total ocean area.

What is the percentage of marine life beyond continental shelves? .....

- (iii). The World Conservation Strategy (1980) argued that had stocks not been damaged by overfishing, world yields in 1980 would have been 15 to 20 million tonnes higher.

If there was no overfishing and the world yields in 1979 were 7985 tonnes, what would have been the yields in 1980? .....

- (iv). As I need an iron on a daily basis and it was not clear how long a repair would take, the option for repair was unsatisfactory.

Why was the option of repair unsatisfactory? Because .....

.....

- (v). At the beginning of the period the proportion of expenditure on food was more than three times as high as that in all the other categories representing more than thirty percent of household expenditure.

According to above description which one of the following categories -



housing, clothing, transport, fuel and food- represented more than thirty percent of household expenditure? .....

- (c) Read the following short passage on communication in the workplace and underline the two sentences that are correct according to the paragraph. (05 Marks)

Communication is one of the most important issues in the workplace. Good communication helps everyone on your team and you to feel heard and understood, and as a result everyone benefits from a positive, encouraging and successful environment. Conversely, ineffective communication brings about the opposite results. Ideas fall flat due to lack of follow-through. You and your team feel frustrated, unacknowledged and misunderstood and morale declines. Leadership sets the tone in any business. While improving communication may seem like a daunting task, it is possible and you can successfully lead the way using effective communication strategies.

**Underline the two sentences which are correct.**

- (i). Good communication is not a major factor and even without it companies can have favourable environment for employees.
- (ii). Not only employees but also management benefits when they are heard, understood and accepted in an office.
- (iii). Confidence and enthusiasm of employees continue to increase even when they aren't duly recognized.
- (iv). Effective communication strategies undoubtedly promote healthy office environment under good leadership.

### Question 05

- (a) Read the following answers given by an interviewee at an interview and form the interviewer's questions. Look at the example. (10 Marks)

**Example:** Interviewer : *What were your duties there?*

Interviewee : Well, basically I did everything from taking calls to



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responding to emails and maintaining the website.

Interviewer : (i) .....

Interviewee : I'm Rohan from Kandy. I had my education at Kingswood and graduated from University of Peradeniya. I worked as a merchandiser for a short time.

Interviewer : (ii).....?

Interviewee : As a merchandiser, I collaborated with suppliers, manufacturers and the stores to ensure proper execution of plans.

Interviewer : (iii).....?

Interviewee : I came to know about your company when I was surfing the Net looking for merchandising companies.

Interviewer : (iv).....?

Interviewee : My goal in the future is to specialize in merchandising and retail marketing.

Interviewer : (v).....?

Interviewee : I decided to join your company because this one of the leading companies in the country and there are better prospects for the employees.

(b). Write five sentences to bring out the meaning of five of the following terms. Do not use pronouns in sentences. (2 x 5 = 10 Marks)

- tourism, cruise, leisure, impact, global, sector, destination, cater, beneficial, hospitality

.....  
.....



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23A  
22A

**Year I Semester II**  
**SEMESTER END EXAMINATION**  
**Accounting for Tourism – THM 12132**

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

Date: 2019.01.16

Pass mark: 40%

Time: 02 Hours

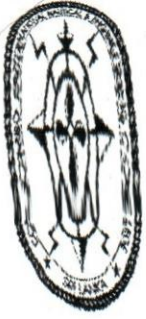
**Question 01: (Compulsory)**

**USE THE GIVEN FORMAT TO ANSWER THE QUESTION**

TKY (PLC) is a company, which engages in Cement industry. Its main business operations are buying cement from manufacturing organizations and selling in the market. Following trail balance is given by the department of finance as at 31<sup>st</sup> March 2018

Trail balance as at 31.03.2018

| Description                  | Debit     | Credit    |
|------------------------------|-----------|-----------|
|                              | (RS 000') | (RS 000') |
| Purchases                    | 141,100   |           |
| Sales                        |           | 188,000   |
| Carriage Inwards             | 500       |           |
| Trade Payables               |           | 23,000    |
| Electricity Expenses         | 7,000     |           |
| Insurance Expenses           | 2,500     |           |
| Return Inwards               | 2,150     |           |
| Return Outwards              |           | 1,100     |
| Bank Loan (@ 8% Interest)    |           | 15,000    |
| Rent Expenses                | 1,500     |           |
| Stated Capital (RS. 10 each) |           | 222,750   |



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|  |                |                |
|--|----------------|----------------|
| Cash & Bank  | 15,000         |                |
| <b>Property Plant &amp; Equipment at cost (As at 01.04.2017)</b> |                |                |
| Land   | 100,000        |                |
| Buildings  | 50,000         |                |
| Machinery  | 80,000         |                |
| Inventory as at 01st of April 2017                               | 26,000         |                |
| Auditors Remuneration  | 1,000          |                |
| Distribution and Transportation costs                            | 1,000          |                |
| Trade Receivables  | 25,000         |                |
| Salaries and Wages   | 8,200          |                |
| Repair and Maintenance   | 2,100          |                |
| Rent Income  |                | 1000           |
| Discounts received   |                | 800            |
| Advertising expenditure  | 600            |                |
| <b>Accumulated Depreciation of PPE as at 01st of April 2017</b>  |                |                |
| Buildings  |                | 5,000          |
| Machinery  |                | 7,000          |
| <b>Total</b>   | <b>463,650</b> | <b>463,650</b> |

Following are the adjustments which should be made in the financial statements for 2017/2018 financial year.

- (i) Inventory as at 31/03/2018 amounting to RS 25 Million
- (ii) Following expenses are accrued as at 31<sup>st</sup> March 2018  
Advertising expenses RS 150, 000  
Distribution and Transportation expenses RS 210,000





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- (iii) Following expenses are paid in advance as at 31<sup>st</sup> March 2018  
Insurance expenses RS 120,000  
Rent Expenses RS 200,000
- (iv) A Bank loan has been taken at 8% interest. But still the interest expenses have not been paid
- (v) For 2016 / 2017 depreciation expenses should be charged **on cost** as follows  
– Buildings - 5 % per annum.  
– Machinery- 10% per annum
- (vi) Bad debt should be 10% from the debtors
- (vii) The Land has been revalued as at 01<sup>st</sup> of January 2018 to RS 115 Million
- (viii) Corporate tax rate imposed by Inland Revenue Department (IRD) for the year 2015 / 2016 is 20 % per annum.

## Required:

- (a) Prepare Income statement for the financial year 2017/2018 (15 Marks)  
(b) Prepare the Statement of Financial Position as at 31<sup>st</sup> March 2018. (10 Marks)

**Note:** Candidates should follow LKAS 01 / IFRS 01 / IAS 01 for the "Preparation & Presentation of Financial Statements"

## Question No. 02

Based on the financial statements you have prepared for TKY PLC (Question No. 01),

- (i) Calculate the following ratios for 2017/2018 Financial year. (Refer Table 2.01)  
(ii) Give your recommendations on company performance, by comparing the calculated ratios with 2016/2017 years

Table 2.01

| Ratio                   | Ratios for 2017/2018 years | Ratios for 2016/2017 year |
|-------------------------|----------------------------|---------------------------|
| Gross Profit Margin (%) | ----                       | 20.12%                    |
| Net profit Margin (%)   | ----                       | 2.5%                      |
| Return on Assets        | ----                       | 1.5%                      |
| Return on Equity        | ----                       | 1.5%                      |



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|                            |      |        |
|----------------------------|------|--------|
| Current Ratio              | ---- | 2      |
| Debt to Total Assets ratio | ---- | 25%    |
| Debt to Equity Ratio       | ---- | 33.33% |
| Earnings Per share (RS)    | ---- | 0.1    |

(25 Marks)

## Question 03

- (a) "Management Accounting has become a vital source of information for managers of organizations in general and business endeavors in facing challenges encountered in a world of increasing complexity". Clearly explain the major differences between Financial Accounting and Management accounting. (08 Marks)
- (b) Clearly explain **main qualitative characteristics of Accounting** (06 Marks)
- (c) "Environmental Accounting is a broad term which covers both national and corporate level environmental performance activities and associate stake holder interactions"
- (i) Briefly explain, what is meant by "Environmental Accounting" (05 Marks)
- (ii) Discuss the role of "Environmental Accounting" for enterprises with appropriate examples (06 Marks)

## Question 04

Ms. Anusha started a business engaged in flower decorations on 01<sup>st</sup> of January 2018. The opening balance of Capital is RS 300,000. Liabilities are RS 200,000 and the assets are RS 500,000

Following transactions were occurred during the month of January 2018

02<sup>nd</sup> Jan - Purchased Flowers at a cost of RS 100,000 (Hint: Increase Inventory by RS 100,000 and reduce cash by RS 100,000)

03<sup>rd</sup> Jan - Sold flower bouquets for RS 50,000 and the cost of them were RS 35,000

04<sup>th</sup> Jan - sold flower bouquets for RS 75,000 on credit for one of her customers, Ms. Madhusa. The cost of the flowers was RS 45,000

05<sup>th</sup> Jan - Purchased furniture from Lakdiva furniture PLC, for decorating front office worth RS 65,000, on credit

06<sup>th</sup> Jan - Anusha has taken RS 5,000 for her personnel use

09<sup>th</sup> Jan - Issued a cheque for Lakdiva PLC for the purpose of paying for furniture purchased

10<sup>th</sup> Jan - Invested RS 30,000 (Cash of the business) for opening a new flora branch in



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12<sup>th</sup> Jan - Purchased RS 50,000 worth flowers from Mr. Maduranga on credit

21<sup>st</sup> Jan - paid salaries worth RS 15,000

22<sup>nd</sup> Jan - Received Interest income received RS 3,000

25<sup>th</sup> Jan - paid RS 50,000 worth cash to Mr. Maduranga, for the liability on 12<sup>th</sup> January

Required,

- Put the transactions in to basic Accounting Equation. And briefly explain the reasons to change the equity value at the end of the month (15 Marks)
- Prepare an Income statement for the month ended 31<sup>st</sup> Jan 2018 (05 Marks)
- Prepare a Statement of Financial Position as at 31<sup>st</sup> Jan 2018 (05 Marks)

## Question No: 05

Sinhagiri (Pvt) Ltd is one of the famous restaurants located in Dambulla Sri Lanka. According to the customer perception, the restaurant is considered as a very good place for them to have meals and stay. Following information are related to restaurant's annual sales revenue and costs

Table 3.01

|                | Value in LKR |
|----------------|--------------|
| Sales Revenue  | 10,000,000   |
| Fixed Costs    | 4,500,000    |
| Variable Costs | 2,500,000    |

Restaurant is normally charging RS 1000 per meal.

- Define the term "contribution" (03 Marks)
- How many meals should the restaurant need to sell normally to have its breakeven. (05 Marks)
- Currently, what is the margin of safety that has been achieved by the restaurant (Calculate In units as well as in Rupees) (06 Marks)
- If Restaurant needs to earn a Target profit of RS 3,500,000 how many meals should be sold by them. (06 Marks)
- Calculate the Net profit of the restaurant if the number of meals is going to be increased to 12,500 units (Assume variable costs will also be changed according to that.) (05 Marks)



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## Question 06

- (a) Explain the importance of Activity Based Costing (ABC) system as an overhead allocation system for decision making (05 Marks)
- (b) PQR Company makes two models of antitheft devices. The portable model is relatively small and is primarily for use in automobiles. The standard model is much larger and is designed for houses and buildings.

PQR has conducted a special study to determine if an Activity Based Costing (ABC) would be beneficial in determining the cost of the two products. Following activities have been identified along with their associate costs

Table 6.01

| Overhead costs              | Value in Rupees |
|-----------------------------|-----------------|
| Depreciation                | 500,000         |
| Factory lease               | 400,000         |
| Inspection                  | 150,000         |
| Material Handling           | 200,000         |
| Power                       | 100,000         |
| Set up costs                | 250,000         |
| Product engineering charges | 50,000          |

The analysts have identified following potential activity drivers and capacity of each.

Table 6.02

|                               | Portable | Standard  |
|-------------------------------|----------|-----------|
| Total Direct labour cost (RS) | 150,000  | 180,000   |
| Total Machine Hours           | 8,000    | 12,000    |
| Total Material cost (RS)      | 900,000  | 1,300,000 |
| Number of moves               | 3,500    | 4,500     |
| Number of set ups             | 300      | 700       |
| Engineering hours             | 1500     | 2500      |
| No. of Square Feet            | 1500     | 3500      |
| Inspected hours               | 1500     | 2500      |
| Units produced                | 10,000   | 15,000    |

Required,

- (a) Allocate the Overhead cost for the two models based on Activity based Costing (Use machine Hours as the activity driver for electricity expenses) (05 Marks)
- (b) Calculate the Total cost of each product (15 Marks)



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## Question 07

- (a) Briefly explain the reasons for preparing a "Bank Reconciliation Statement" (03 Marks)
- (b) Clearly explain the reasons, with appropriate examples for having different balances in the bank column of a company's cash book and the bank statement received at a given period of time (07 Marks)
- (c) As at 31<sup>st</sup> March 2018, there was a **credit** balance of RS 3000 in the **bank statement** given by Sampath Bank for Mr. Silva's business, for the month of March. He found following information when analyzing the balances between cash book and the bank statement.
- Deposit transfers worth RS 80,000
  - RS 30,000 worth issued cheque for a supplier was still not presented to the bank
  - Bank charges worth RS 500 and a standing order worth RS 1500 could be seen in the bank statement, but was not recorded in the cash book
  - RS 20,000 worth cheque was rejected and returned by the bank. That cheque has been received from one of a customer of Mr. Silva. Information regarding returned cheque was not recorded in the Cash Book
  - RS 959 worth cheque payment could be seen in the cash book. But it was mentioned as RS 995 in the bank statement received by Mr. Silva. He identified that as an error in the cash book

Required,

- (i) Prepare the Bank reconciliation statement (7.5 Marks)
- (ii) Prepare the cash book (Bank column) and show the initial cash balance. (As at 1<sup>st</sup> of March 2018) (7.5 Marks)

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



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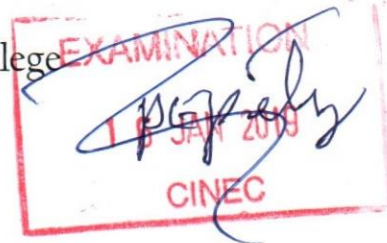
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Use the following format for Question 01 (Attach this to the answer booklet)

Index Number: .....

..... Company

Income Statement

For the year ended 31<sup>st</sup> March 2018

|                                   | Notes | RS. | RS. |
|-----------------------------------|-------|-----|-----|
| Sales                             |       |     |     |
| Cost of Goods Sold                |       |     |     |
| Gross Profit                      |       |     |     |
| Other income                      |       |     |     |
| Distribution expenses             |       |     |     |
| Administrative expenses           |       |     |     |
| Other expenses                    |       |     |     |
| Financial Expenses                |       |     |     |
| Profit before tax                 |       |     |     |
| Income tax                        |       |     |     |
| Profit for the year               |       |     |     |
| <b>Other Comprehensive Income</b> |       |     |     |
| <b>Total Comprehensive Income</b> |       |     |     |



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..... Company

## Statement of Financial Position

As at 31<sup>st</sup> March 2018

| Assets                        | Notes | RS. | RS. |
|-------------------------------|-------|-----|-----|
| Non-Current Assets            |       |     |     |
| Property plant and equipment  |       |     |     |
| Current Assets                |       |     |     |
| Total Assets                  |       |     |     |
| <u>Equity and Liabilities</u> |       |     |     |
| Equity                        |       |     |     |



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|                              |  |  |  |
|------------------------------|--|--|--|
| Noncurrent Liabilities       |  |  |  |
| Current liabilities          |  |  |  |
| Total Equity and Liabilities |  |  |  |





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**Year I Semester II**  
**SEMESTER END EXAMINATION**  
**Basics of Tourism Marketing- THM 12112**

- This paper consists of SEVEN (07) questions on FOUR (04) pages.
- Answer FOUR 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: 2019.01.11

Pass mark: 40%

Time: 02 Hours

**Question 01: (Compulsory)**

**The Ritz-Carlton**

Few brands attain such a high standard of customer service as the Ritz-Carlton. This luxury hotel chain began with the original Ritz-Carlton Boston, which revolutionized the way U.S. travelers experienced customer service in a hotel. It was the first of its kind to provide a private bath in each guest room, fresh flowers throughout the hotel, and an entire staff dressed in formal white tie, black tie, or morning-coat attire.

The five-star hotel not only provides impeccable facilities but also takes customer service extremely seriously. The Ritz-Carlton fulfills this promise by providing impeccable training for its employees and executing its Three Steps of Service and 12 Service Values. The Three Steps of Service state that employees must use a warm and sincere greeting always using the guest's name, anticipate and fulfill each guest's needs, and give a warm good-bye, again using the guest's name. Every manager carries a laminated card with the 12 Service. A Ritz-Carlton executive explained, "It's all about people. Nobody has an emotional experience with a thing. We're appealing to emotions." The Ritz-Carlton's 35,000 employees in 29 countries go out of their way to create unique and memorable experiences for their guests.

Not only is the company known for training its employees to provide impeccable customer service, but it also reinforces its mission and values with them on a daily basis. Each day, managers gather their employees for a 15-minute "line up" to check in, resolve any impending problems, and read and discuss what the Ritz-Carlton calls "wow stories." These true stories, read to every employee around the world, recognize an individual employee for his or her outstanding customer service and also highlight 1 of the 12 Service Values.



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One family staying at the Ritz-Carlton, Bali, needed a particular type of egg and milk for their son who suffered from food allergies. Employees could not find the appropriate items in town, but the executive chef at the hotel remembered a store in Singapore that sold them. He contacted his mother-in-law, who purchased the items and personally flew them more than 1,000 miles to Bali for the family. This example showcased Service Value 6.

Wow stories can also be as simple as an employee's remembering how a guest prefers coffee and then preparing it that way without asking for the rest of his or her stay. According to Cooper, the daily wow story is "the best way to communicate what we expect from our ladies and gentlemen around the world. Every story reinforces the actions we are looking for and demonstrates how each and every person in our organization contributes to our service values." Each employee is empowered to spend as much as \$2,000 without management approval to help deliver a guest's anticipated need or desire, supporting the company's intention to build lifelong positive relationships with each customer.

Ritz-Carlton measures the success of its customer service efforts through Gallup phone interviews, which ask both functional and emotional questions. Functional questions include: "How was the meal?" or "Was your bedroom clean?" while emotional questions reveal the customer's sense of well-being. The hotel uses these findings as well as day-to-day experiences to continually enhance and improve the experience for its guests. It has also earned two Malcolm Baldrige Quality Awards—the only company ever to win the prestigious award twice.

*Source; Marketing for Hospitality and Tourism, 7th edition by Philip Kotler, John T. Bowen, James C. Makens, and Seyhmus Baloglu, (2017)*

## **Requirement;**

The company plans to expand further throughout Europe, Africa, Asia, the Middle East, and the Americas. Ritz-Carlton plans 187 ultra-luxury residences, located in a high-rise tower in Colombo-01 to commence in 2021 which includes Ritz-Carlton hotel, retail shops and office space.

- a) Recommend and design product (such as levels of products) and brand relevant for the proposed hotel operation in Sri Lanka. (10 Marks)
- b) Develop an effective communication campaign to launch Ritz-Carlton hotel in Sri Lanka (15 Marks)



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## Question 02

- (a) "To begin with, marketers should to understand customer needs and wants and the marketplace that they operated." Differentiate the terms "need" and "wants" using examples. (05 Marks)
- b) "One of the most important tasks of a hospitality business is to develop the service side of the business". Explain key four characteristics of a service using examples. (20 Marks)

## Question 03

"Organizations do not operate in a vacuum. To survive and grow organization must be aware of what is happening in the external environment".

- a) Explain the importance analyzing external environment (05 Marks)
- b) Discuss four key trends arising from the macro environment relevant for any business you are familiar with. (10 Marks)
- c) Explain two opportunities and address two threats arising from the marketing environment for a business in the selected industry. (10 Marks)

## Question 04

You work for a small cafe based in a large city and have been asked by your manager to produce an email to be sent to the management team, that:

- a) Explain the importance of having a Marketing Information System (MIS). (04 Marks)
- b) Discuss three main sources of developing needed data for MIS. (09 Marks)
- c) Discuss the steps that you would take to research the market potential for a new menu (12 Marks)

## Question 05

The company you are working for is wishing to enter holiday business. Instead of scattering the company marketing efforts, the management want to identify the parts of the market they can serve best and most profitably. Your managers asked you to prepare a report addressing the followings;

- a) There are four main bases that we use in segmenting the large common consumer market. Briefly explain two bases with examples. (10 Marks)
- b) Evaluate three strategic options that the company have for targeting. (09 Marks)
- c) Briefly explain three position errors that the organization should be aware of. (06 Marks)



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## Question 06

The sponsors of Seaside Resorts Limited (SRL) are considering to set up a major project on the sea coast at a distance of 85 kilometers east of Karachi. The project would have facilities of guest houses, swimming pools, golf courses, tennis and squash courts and scuba diving. It would also have modern facilities of conference rooms and auditoriums for holding business meetings, training courses, conferences and symposia.

- a) Explain three important factors that should be considered when setting up the prices for the new resort. (09 Marks)
- b) Discuss TWO strategies that the SRL could adopt for pricing their new resort. (08 Marks)
- c) Recommend two suitable channels that SRL could use to market their new resort. (08 Marks)

## Question 07

- a) "Unlike physical products, intangible products cannot be seen, tasted, felt, heard, or smelled before they are purchased. Therefore, almost all services contain some physical elements". Explain this statement using examples of your choice. (09 Marks)
- b) "Virtually all services are reliant on people to perform them, very often dealing directly with the consumer". Explain this statement using examples of your choice. (08 Marks)
- c) "Since services are usually carried out with the consumer present, the process by which the service is delivered is, again, part of what the consumer is paying for". Explain this statement using examples of your choice. (08 Marks)

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



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## Year I Semester II SEMESTER END EXAMINATION E Tourism – THM 12093

- This paper consists of EIGHT (08) questions on FOUR (04) pages.
- Answer FIVE 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: 2019.01.07

Pass mark: 40%

Time: 03 Hours

### Question 01: (Compulsory)

ICTs are now critical for strategic management of organisations as they allow, expansion into new markets, empowering of employees, lowering of costs, enhancing distribution

- (a) What is E-tourism? Explain in your words (02 Marks)
- (b) What are the main macro-economic factors influencing the E-business? (03 Marks)
- (c) What are the main problems of the traditional business approach? (05 Marks)
- (d) E-commerce is prominent due its various benefits. Explain your answer with real world examples. (10 Marks)

### Question 02

Value chain analysis is a strategy tool used to analyze internal firm activities. Its goal is to recognize, which activities are the most valuable to the firm and which ones could be improved to provide competitive advantage.

- (a) What are the primary activities of the value chain process? (05 Marks)
- (b) What are the secondary activities of the value chain process? (05 Marks)



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(c) What are the main micro-economic factors influencing the E-business? (05 Marks)

(d) What are the main type of business strategies? Brief your answer with examples

(05 Marks)

## Question 03

Telecommunication systems transmit data or signals over short or long distances between networks for the usage of communication. Though telecommunications systems did not work as well in the past, there have been vast improvements and is arguably the staple of modern business and society today. Now, more than ever, businesses are making the move towards a network that reach more consumers globally and there are many choices to choose from.

(a) Define telecommunication mediums in your word (05 Marks)

(b) Brief microwave communications (05 Marks)

(c) Brief satellite transmission (05 Marks)

(d) "Bus topology is suitable for a high security, hierarchical organization" Justify your answer (05 Marks)

## Question 04

Cyber security is the state or process of protecting and recovering networks, devices, and programs from any type of cyberattack. Cyberattacks are an evolving danger to organizations, employees, and consumers. They may be designed to access or destroy sensitive data or extort money. They can, in effect, destroy businesses and damage people's financial and even personal lives.

(a) What are the main 'Information Security Threats'? (05 Marks)

(b) What is a Trojan Virus? Briefly explain (05 Marks)



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- (c) What is a spyware? How it defers from normal viruses? (05 Marks)
- (d) How to recognize when Spywares in your personal computer? (05 Marks)

## Question 05

There are a lot of self-fulfilling prophesies in business. Customers tend to gravitate toward what they think will be dominant, especially for products and services with high switching costs, because they don't want to opt for a company that might not survive and because the dominant vendors on average have better products and services. So perception leads reality, and those who are expected to win become more likely to win. For this reason, marketing needs to be focused on perception management. If a company can get the media to pick them as the horse to bet on, they'll be more likely to succeed."

- (a) What are the main barriers to accurate "Perception"? (05 Marks)
- (b) Briefly explain the process of perception with the help of an illustration (05 Marks)
- (c) How do you improve the perception of your tourism business? Explain your answer with contextual examples (10 Marks)

## Question 06

"Life is 10% what happens to you and 90% how you react to it". When you want to step up your game in ICT project management, there're a lot of tips, resources, and guidelines. There is an endless selection of how to lead better, communicate better or simply just be better. What are the main causes of ICT project failure? Explain your answer with examples (20 Marks)



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## Question 07

Property Management System (PMS) is a local hotel administration system used for reservation, availability and occupancy management, check-in/out, images, guest profiles, report generation etc. This application is used in-house (in an individual hotel) to control the onsite property activities.

- (a) What are the main areas of PMS Functionality (Just list them) (05 Marks)
- (b) What are the main limitations of online travel services? (05 Marks)
- (c) "A tourist need a travel agent" Do you agree? Justify your answer (10 Marks)

## Question 08

Bitcoin is a cryptocurrency and worldwide payment system. It is the first decentralized digital currency, as the system works without a central bank or single administrator and the network is peer-to-peer, and transactions take place between users directly, without an intermediary. These transactions are verified by network nodes through the use of cryptography and recorded in a public distributed ledger called a blockchain.

- (a) If you were an ICT consultant, would you encourage your client to do transactions with cryptocurrencies? Justify your answer (10 Marks)
- (b) If you were a business consultant, would you encourage your client to invest more (more than 50%) on social media, compared to traditional approaches such as TV, Radio and press promotions? Justify your answer (10 Marks)

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