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CINEC Campus

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



Year 3 Semester 2

END SEMESTER EXAMINATION

Research Methodology – THM 3216

- This paper consists of SEVEN (07) questions on EIGHT (08) pages.
- Answer Only FOUR (04) Questions including question number 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: 2023.03.28

Pass mark: 40%

Time: 02 Hours

### Question: 01 (Compulsory)

#### Multiple Choice

For each question there are four possible answers a, b, c and d. Choose the one you consider correct and record your choice in the given sheet. Each correct answer will score 1.25 marks. A mark will not be deducted for a wrong answer.

- 1) Research can be conducted by a person who:
  - a) has studied research methodology.
  - b) holds a postgraduate degree.
  - c) possesses thinking and reasoning ability.
  - d) is a hard worker.

2) Which of the following is not the Method of Research?

- a) Observation
- b) Historical
- c) Survey
- d) Philosophical

3) The first step of research is:

- a) Identifying a problem
- b) Selecting a problem
- c) Searching a problem
- d) Finding a problem

4) The study in which the investigators attempt to trace an effect is known as:

- a) 'Ex-post Facto' Research
- b) Survey Research
- c) Historical Research
- d) Summative Research

5) The experimental study is based on:

- a) The manipulation of variables
- b) Conceptual parameters
- c) Replication of research
- d) Survey of literature

6) Which one is called non-probability sampling?

- a) Quota sampling
- b) Cluster sampling
- c) Systematic sampling
- d) Stratified random sampling.

7) Fieldwork based research is classified as:

- a) Empirical
- b) Historical
- c) Experimental
- d) Biographical

8) The process not needed in experimental research is:

- a) Observation
- b) Manipulation and replication
- c) Controlling
- d) Reference collection

9) A conceptual framework is used to,

- a) Illustrate the variables you will study and the relationships you expect to find between them.
- b) Identify the theories used in applied research.
- c) Analyze the background of the research study.
- d) None of the above

10) A null hypothesis is,

- a) when there is no difference between the variables
- b) the same as research hypothesis
- c) subjective in nature
- d) when there is difference between the variables

11) The list of all units in a population is called,

- a) Sampling frame
- b) Parameter
- c) Statistics
- d) Random sampling

- 12) The data which are collected for the first time by the investigator is called,
- a) Primary data
  - b) Secondary Data
  - c) Both (a) and (b)
  - d) None of these
- 13) Heterogenous group are classified into Homogenous group and then randomly sample is chosen refers to,
- a) Stratified Random sampling.
  - b) Simple Random sampling
  - c) Systematic Sampling
  - d) Multistage Random sampling
- 14) In which all the elementary units connected with the problem are studied (Surveyed)?
- a) Census
  - b) Questionnaire
  - c) Interview
  - d) All of the above
- 15) Research related to abstract ideas or concepts is
- a) Empirical research
  - b) Conceptual research
  - c) Quantitative research
  - d) Qualitative research
- 16) A systematic literature review is:
- a) One which starts in your own library, then goes to on-line databases and, finally, to the internet.



- b) A replicable, scientific and transparent process
- c) One which gives equal attention to the principal contributors to the area.
- d) A responsible, professional process of time-management for research

17) Bibliography means,

- a) Foot Note
- b) List of Books referred.
- c) Quotations
- d) Biography

18) A researcher wants to study the future of the Congress in India. For the study which tool is most appropriate for him?.

- a) Schedule
- b) Questionnaire
- c) Interview
- d) Rating scale

19) What is self-plagiarism ?.

- a) Taking about yourself too much
- b) When a person lifts material that they have previously written and pass it off as their own work
- c) Using somebody else's work and passing it off as your own
- d) An epistemological stance

20) What is a narrative literature review?.

- a) An historically based review, starting with the earliest contributions to the field.
- b) An initial impression of the topic which you will understand more fully as you conduct your research.

- c) A review based exclusively on stories about companies, in book and case-study form.
- d) A paraphrase style of reviewing which does not require referencing.

(1.25 \* 20 = 25 Marks)

**Question: 02**

- a) Briefly describe the difference between the null hypothesis and alternate hypothesis with the aid of an example. (06 Marks)
- b) What is the importance of research and why people conduct research?. Analyze the statement with the aid of an example. (07 Marks)
- c) A research design also called a research strategy, is a plan to answer a set of questions. It is a framework that includes the methods and procedures to collect, analyze, and interpret data. Analyze the statement by providing suitable examples to support your answer. (12 Marks)

**Question: 03**

- a) Describe, how to avoid plagiarism in research papers. (05 Marks)
- b) Assume a practical research problem in your hometown. Develop two Research Question and two research objectives pertaining to the above identified research problem and briefly describe gap of the research. (06 Marks)
- c) Research objectives give you a working direction or a "map" on how to reach for answers for your research questions. Analyze the statement by quoting suitable examples to support your answer. (14 Marks)

### Question: 04

- a) What are the factors that you need to consider when you refer scholarly articles ?  
(05 Marks)
- b) Briefly explain the significance of conducting a social science research with the aid of an example.  
(06 Marks)
- c) Briefly explain the relationship between conceptual framework and operational framework with the aid of an example.  
(07 Marks)
- d) What are the types of plagiarism and briefly explain 02 types of plagiarism with the aid of an example.  
(07 Marks)

### Question : 05

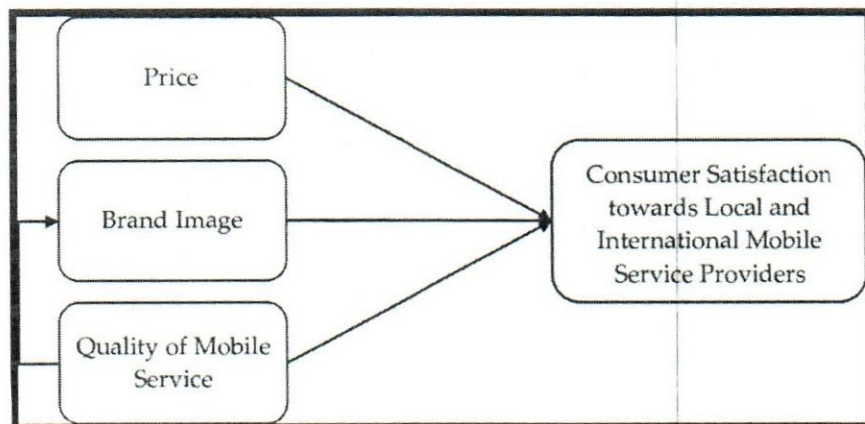
- a) Determine the components of research triangulation.  
(04 Marks)
- b) Characteristics of a good research is to addresses knowledge gaps. Analyze the statement with the aid of an example.  
(07 Marks)
- c) Briefly explain the conceptual phase of the research process with the aid of an example  
(06 Marks)
- d) "Product Research is the process of determining whether your idea for a new product or service might be successful and how best to develop and sell that product". Briefly explain the statement with the aid of a suitable example.  
(08 Marks)

### Question: 06

- a) Briefly explain the term of **Theoretical framework** with the aid of an example.  
(06 Marks)
- b) Central Bank of Sri Lanka is published many annual publications. Briefly explain, what are the publications they do annually and describe the significance of secondary data sources.  
(07 Marks)
- c) The following Conceptual Framework is extracted from a study conducted by one of the Bangladesh scholars published in reputed journal. Develop at least two questions for the independent variables and for the dependent variable.  
(12 Marks)



Conceptual Framework of the customer satisfaction on local and foreign telecommunication companies in Bangladesh. Khondaker, K (2017)



### Question: 07

#### Part - A

Empirically, planning is a very strong predictor of wealth; those who plan arrive close to retirement with two to three times the amount of wealth as those who do not plan (Lusardi and Mitchell, 2011b). Paraphrase the statement using the knowledge of reference and citation. (05 Marks)

#### Part - B

Briefly describe the following terms with the aid of an example.

Answer only 04 questions.

- a) Systematic sampling
- b) Research Questions
- c) Deductive Approach
- d) Descriptive Statistics
- e) Secondary Data
- f) Quantitative Research
- g) Pilot Study
- h) Study Population

(04\*05 Marks)

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





Faculty of Management and Social Sciences  
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Course CODE: BMGT-556



Year 3 Semester II

## SEMESTER END EXAMINATION

### MICE Tourism – THM 32183

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

Date: 2023.03.25

Pass mark: 40%

Time: 03 Hours

#### Question : 01 (Compulsory)

Comparatively to countries like Thailand, Singapore and Malaysia Sri Lanka is lagging behind the MICE Tourism industry. Conduct a comparative analysis taking into consideration competitive MICE Tourism destinations to Sri Lanka and identify best practices that can be initiated in Sri Lanka to boom the MICE Tourism Industry

(20 Marks).

#### Question : 02

The volume of MICE travelers to the island nation of Sri Lanka has been steadily increasing over the years and further volume increases are expected in the years to come. It should be noted that about 11% of total tourist arrivals to this island nation belong to the MICE sector. Sri Lanka boasts an extensive history of hosting significant MICE-related events. Discuss the potential of promoting Sri Lanka as a MICE Tourism Destination.

(20 Marks)

**Question : 03**

The infrastructure capacity and facilities should be boosted to derive more benefits from this sector. The country needs more large-scale conference facilities and present the country does not have sufficient capacity which hinders the industry growth. As tourism industry continues to grow, necessary lands and locations should be made available for the MICE sector to contribute to the industrial growth. Criticize this statement using your own examples. (20 Marks)

**Question : 04**

To overcome the economic problems of the country promotion of MICE Tourism can be a good option. If Sri Lanka captures even a small slice of the global MICE tourism market, it would help overcome tourism seasonality in the industry by providing year-round tourism revenue since MICE tourism is usually non-seasonal. Discuss this statement using examples. (20 Marks)

**Question : 05**

"Colombo International Financial City or Port City is a special economic zone and international financial center located in the heart of Colombo. It is believed that from this project, lot of opportunities for businesses and tourism industry will come up. Specially there will be vast number of opportunities to MICE tourism development." How do you perceive the value of Port City Colombo as an iconic spot to promote MICE tourism? (20 Marks)

**Question : 06**

Sri Lanka has some key strengths to attract MICE tourism such as Destination appeal; Culture and Heritage; Foreign Hotel chains; Developing infrastructure; Safe destination/global recommendation; ICCA memberships; Favorable climate and a speedy Online Visa process. Nevertheless, some key existing barriers to growth need to be urgently addressed and mitigated. Discuss the barriers impacting over the growth of the MICE Tourism industry in Sri Lanka and suggest your recommendations to mitigate such problems. (20 Marks)

**Question : 07**

“Global MICE industry is projected to reach \$ 1,439 billion in 2025. This is one of the highest revenue contributors to the travel industry.” Discuss current and future MICE tourism trends. (20 Marks)

**Question : 08**

While Sri Lanka is on the radar of MICE operators in South Asia, to attract MICE business from Europe and other developed regions, the country needs better connectivity. Discuss how the stakeholders of the tourism industry can be utilized in this regard using relevant examples. (20 Marks)

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





Faculty of Management and Social Sciences  
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Course CODE: BMgt 556

Year 3 Semester II  
SEMESTER END EXAMINATION  
Digital Marketing and Communication – THM 32213

- This paper consists of EIGHT (08) questions on TWELVE (12) pages.
- Answer Any 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.

Date: 2023.03.23

Pass mark: 40%

Time: 03 Hours

### Question 01 - Compulsory

Underline the correct answer and attached question paper to the Answer Book

01. Which of the following statements are true or false?

- I. Communication is a two-way process which involves transferring of information or messages from one person or group to another.
  - II. This process includes a minimum of one sender and receiver to pass on the messages.
  - III. These messages can either be any ideas, imagination, emotions, or thoughts.
- 
- A. I Only
  - B. II Only
  - C. III Only
  - E. All are true



02. Which of the following statements is true?

- I. With new technology and changing times, the communication is constantly changing
  - II. Before Digital & social media, people were not interacted very differently
  - III. The models related to the communication have not changed over the time because people also haven't changed how they communicate
- A. I only
  - B. II only
  - C. III only
  - E. All are correct

03. Which statement or statements are true related to Verbal Communication?

- I. Verbal communication is the use of language to transfer information through speaking or sign language or in Oral mode
  - II. It is one of the most common types, often used during presentations, video conferences and phone calls, meetings and one-on-one conversations.
  - III. Verbal communication is important because it is efficient.
- A. I only
  - B. II only
  - C. III only
  - E. All are correct

04. This type of communication is the use of visual elements to convey ideas and information which include but are not limited to signs, typography, drawing, graphic design, illustration, industrial design, advertising, animation, and electronic resources.

This statement related to

- A. Written Communication
- B. Oral Communication

- C. Non Verbal Communication
- D. Visual Communication

05. What is digital Media?

- I. Digital media is any form of media that uses electronic methods, Systems & devices to produce, review & distribute contents.
  - II. Digital media cannot be created, viewed, modified and distributed via electronic devices that internet enable or connected or not connected
  - III. Digital media isn't commonly identify as software, video games, videos, websites, blogs, social media, apps and any type of online contents flat foams
- A. I
  - B. II
  - C. III
  - E. All are incorrect

06. What are the functions of marketing communication in travel and tourism?

- I. It helps to create the awareness & promote the businesses
  - II. Make it stand out from rivals & Attract customers
  - III. Generate brand awareness & Engagement
  - IV. It helps to Lead Generation, Conversion & Advocacy
- A. I only
  - B. II only
  - C. III only
  - E. All are correct

07. Which statement is correct related to the Advertising?

- I. Advertising may be in many forms but the most common forms are ATL advertising which includes television, radio, print and digital
- II. The other type is BTL advertising which majorly includes out of home advertising, Exhibitions, Road shows, Seminars etc.
- III. Advertising requires that you have a unique advertising message as well & have to connect between the brand which is advertising and the consumers

- A. I only
- B. II only
- C. III only
- E. All are correct

08. You should have gained some soft skills in digital marketing sector to undertake the responsibilities. What are they?

- I. Creative Thinking, Unique Thinking & Creative writing
  - II. Creative presentation, Marketing Thinking & Basic Graphics knowledge
  - III. Animations, Audio Technology, Video Technology & Critical thinking
- A. I only
  - B. II only
  - C. III only
  - E. All above

09. There are some differences between printed flyers and digital flyers or E- Flyers & they are mentioned below. What is wrong statement related to e-Flyers?

- I. Printed flyers need to have a specific size. Digital flyers don't necessarily respect a certain size.

- II. Printed flyers don't actually engage with people. Digital flyers can be more engaging and make your audience interact with your flyer.
- III. Printed flyers are not hard to distribute, and you need people to do it. Digital flyers' distribution process is just a few clicks away, and it can be done within minutes.
- IV. Printed flyers may cost you some money, while digital flyers are cost-effective, especially if you do them yourself.
- V.
  - A. I
  - B. II
  - C. III
  - E. IV

10. Which statement is correct related to the Branding concept?

- I.Branding is the process of creating a distinct identity for a business in the mind of your target audience and consumers.
- II.Branding is made up of a company's logo, visual design, mission, and tone of voice.
- III.Branding identity is also determined by the quality of your products, customer service, and even how you price your products or services.
  - A. I only
  - B. II only
  - C. III only
  - D. All above



11. There are few statements related to OTAs below. Which statement or statements are incorrect?

- I. An online travel agency, or OTA, is a website or online service system, which sells travel related products to customers.
- II. These products may include flights, hotels, travel packages, activities and car rentals.
- III. Basically, OTAs are first parties, reselling these services on behalf of other companies, including those in the hotel industry.

- A. I only
- B. II only
- C. III only
- D. All above

12. There are few features of an online hotel booking system mentioned below. Which one is incorrect?

- I. Can Launch in a Hotel Website & it is User-Friendly Interface
- II. Easy Booking Process & ability to Offline Booking
- III. Mobile-Friendly & Support for Multiple Languages & Currencies

- E. I only
- F. II only
- G. III only
- H. All are correct

13. Some statements related to GDSs are mentioned below. Which one is incorrect related to DGS?

- I. There are huge inventory of flight, hotel, cars and buses
- II. There aren't Best fares, commissions & Good connectivity with single interface.
- III. There are extended networks with travel agents & Reliable for new connections.

- A. I only
- B. II only
- C. III only
- D. All are correct

14. What are the key benefits of online reviews sites?

- I. Reviews Act As Social Proof to Drive Purchases & Increase Click-Through Rates
- II. Positive Reviews Build Trust with Prospective Customers
- III. Reviews Can Help Improve Your Business Operations & create EWOM effects

- A. I & II only
- B. II & III only
- C. III only
- D. All are key benefits

15. Digital analytics are quantitative measurements of the performance of online content & Digital analytics may provide.....

- I. Businesses insights, digital data & Customer behavior information
- II. Allows reporting on online reach, engagements, conversions & loyalty information

III. Demographic data, Content-interaction metrics & Conversion rate optimization

- A. I & II only
- B. II & III only
- C. II only
- D. All above are benefits

16. There are few statements related to market segmentation. Which one is incorrect?

- I. Visitor segmentation or customer segmentation is a method of segmenting potential customers into groups or sub sets based on commonalities.
- II. This allows businesses to promote a focused communication or delivering right message to the right audience at right time.
- III. Segmentation cannot be broken down into large categories, such as location, or more narrow categories, such as innovators.

- A. I only
- B. II only
- C. III only
- D. All are incorrect

17. Tourism market monitoring will provide

- I. Better understanding of trends among its top source markets
- II. This enabled them to create more tailored marketing strategies
- III. Targeting the right audiences at the right moments
- IV. A subscription to the real-time travel data, showing trends & Enabled them to continually monitor

- A. All are correct
- B. II only correct
- C. III only correct
- D. All are incorrect

18. Which fact or Facts are appropriately correct related to Events?

- I. Events are an important motivator of tourism & Increasing importance for destination competitiveness
- II. 'Event management' is a fast growing professional field in which tourists constitute a potential market for planned events
- III. Not all events need to be tourism oriented, and some fear the potential negative impacts associated with adopting marketing orientation
- IV. It helps Community-building to urban renewal, cultural development to fostering national identities & Branding etc.

- A. I only
- B. II only
- C. III only
- D. All are correct

19. Some statements mentioned below related to the Digital Transformation. What is the wrong statement?

- I. Digital Transformation makes your business more productive & competitive
- II. It makes your employees more productive & demand driven workforce
- III. Digital Transformation allows you to provide a better customer experience & real time up dates
- IV. Effective implementation of new technologies will not takes time & not new investments

- A. I Wrong
- B. II Wrong
- C. III Wrong
- D. IV Wrong



20. What are the key features of modern digital Marketing?

- I. It is enabling your company, no matter its size, to compete on a worldwide scale.
- II. It is a group of media channels for marketing your businesses, goods, and services & more opportunities to spread the word about your company and its products.
- III. It provides a platform that is essential for ongoing engagement with your consumers & Requesting prompt feedback from your current and potential customers.
- IV. It is increasing your company's strength and size by fostering growth and expansion while increasing revenue more quickly.

- A. I & II
- B. II & III
- C. III & IV
- D. Above all

## Question 02

- I. "Communication is an art of exchanging ideas, facts, information, etc. from one person or entity to another. The process of passing any information from one person to another with the help of some medium is termed as communication".

**Examine the above statement & define the communication process using any reputed communication model with practical cases. (10 Marks)**

- II. "Visual communication is often thought of as pictures, graphs, Videos, info graphics and charts. However, in the corporate world, it also includes symbols and logos. Meanwhile written communication, on the other hand, is text-based. It includes letters, memos, and emails etc."

**Discuss dedicated skills & Techniques related to the Visual communication or written communication with tourism related practical application. (10 Marks)**

**Question 03**

"The 7 C's of effective communication has been developed to ensure that you become a good communicator and communicate with your peers most effectively and efficiently. It will help you to better engage your audience and increase your productivity at work."

**Define effective communication & elaborate 7Cs concept with practical examples.**

(20 Marks)

**Question 04**

I. "It is learning that Digital marketing strategies fit nicely within the 5 Stages of Traveler's life cycle. It's useful to plan your digital marketing strategy around targeting behavior at each stage in your tourism business."

**Define the above statement with appropriate examples.**

(10 Marks)

II. "Online reviews comprise of voluntary consumer-generated evaluations of businesses, products or services by internet-users who purchased, used, or had experience with the particular product or service. They typically serve as a form of customer feedback by internet and commonly published on a review site."

**Define online reviews sites & Discuss advantages & disadvantages of them.**

(10 Marks)

**Question 05**

"Visitor segmentation is the process of dividing customers or visitors to your business & many consumers appreciate experiences that are tailored to their needs & wants, and are increasingly expecting and positively responding to personalized experiences. Tourism Market Segmentation offers companies the opportunity to define the specific audiences that matter to them and surface unique experiences to each of those groups."

**Critically discuss above statement with suitable examples.**

(20 Marks)



**Question 06**

- I. "A Property Management System (PMS) is software used in hospitality industry to control, organize, and execute operations and day-to-day activities of a hotel, hostel, , inn, or vacation rental property. PMS software is that facilitates a hotel's reservation management and various administrative tasks & more than that."

**Evaluate the above statement with appropriate examples.** (10 Marks)

- II. "A global distribution system (GDS) is a computerized network system owned or operated by a company that enables transactions between travel industry service providers, mainly airlines, hotels, car rental companies, and travel agencies."

**Discuss the above statement with suitable examples.** (10 Marks)

**Question 07**

- I. "Digital analytics are quantitative measurements of the performance of online content, including advertising campaigns, social media, and websites. That means digital analytics provide information from digital sources on how customers respond to or interact with your content and marketing campaigns."

**Critically discuss above statement with suitable examples.** (10 Marks)

- II. "Monitoring the tourist' markets provide crucial & comprehensive information about past, current and future information on tourist destinations & it help to understand the impact of tourism on both a regional and national level."

**Evaluate why important Monitoring the tourist' markets for betterment of the industry.** (10 Marks)

**Question 08**

Crucially discuss the challenges of Digital Transformation in travel & tourism industry.

(20 Marks)

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





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**Year 3 Semester II**  
**SEMESTER END EXAMINATION**  
**Tour Guiding and Package Design – THM 32203**

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

Date: 2023.03.21

Pass mark: 40%

Time: 03 Hours

**Question 01: (Compulsory)**

Imagine you as a site guide who specialized in Sigiriya tourists' destination. You are supposed to conduct a tour guiding session for a foreign tourist group. Prepare tour commentary based on the Sigiriya tourist destination. Cover the following key areas of tour commentary. (20 Marks)

- Welcoming tourists and introducing yourself
- Introduce a place
- Tourism value
- Give key information (give general information about a place)
- Invite questions
- Give detailed information (history, architect, etc.)
- Point out specific details

**Question 02**

- i. Define the tour guide concept in your words. (04 Marks)
- ii. Identify different types of Tourist Guides in Sri Lanka. Discuss the characteristics of the above-identified tour guides. (16 Marks)

**Question 03**

- i. What is responsible tour guiding? Explain the concept by using suitable examples (10 Marks)
- ii. The tour guide should be updated with client information. Critically evaluate information required before meeting tourists (10 Marks)

**Question 04**

- i. Make a list of documents maintained by the tour guide. (05 Marks)
- ii. As a National Tourist Guide in Sri Lanka, how do make personally prepare for the tour? (15 Marks)

**Question 05**

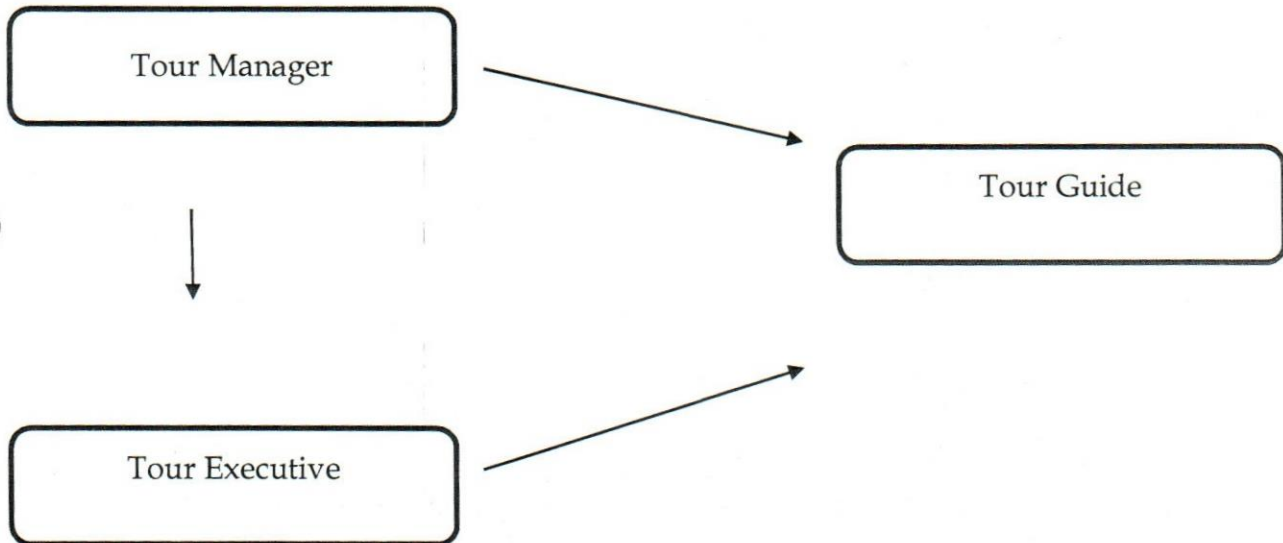
- i. "Tour guide is an informal ambassador". Justify this statement with suitable arguments. (10 Marks)
- ii. Critically evaluate the Sri Lankan tour guide industry and its positive - negative impacts on society. (10 Marks)

**Question 06**

- i. Briefly discuss 10 different qualities required to be a tourist guide. (10 Marks)
- ii. What is the "Do and don't" concept for tourists? (05 Marks)
- iii. List down the Sri Lanka traditions that tourists should have to follow. (05 Marks)

**Question 07**

- i. Tour Guide is a Dream Seller. Explain? (10 Marks)
- ii. Critically evaluate the relationship between the following professions. Use the given diagram to improve your answer. (10 Marks)

**Question 08**

Write two (02) short notes on the following. (10 Marks\*2 = 20 Marks)

- i. Tour guide and Technology adaptation
- ii. Safety, Health, and security in Tour guiding
- iii. Logistics Management in Tour guiding
- iv. Emergency events & Emergency handling in Tour guiding

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



Faculty of Management and Social Sciences  
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Course CODE: BMgt 556



Year 3 Semester II  
SEMESTER END EXAMINATION  
Passenger Transport Operations – THM 32222

- This paper consists of <sup>SEVEN (07)</sup> EIGHT (08) 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: 2023.03.18

Pass mark: 40%

Time: 02 Hours

**Question 01: Compulsory**

- (a) Briefly explain drivers of global air transportation. (05 Marks)
- (b) Explain the objectives and functions of International Civil Aviation Organization (ICAO) in the aviation industry. (08 Marks)
- (c) Core areas of airline operation can be categorized as Flight operations, Ground operations and Maintenance and Engineering. Explain each category with examples. (12 Marks)

**Question 02**

- (a) Explain the operational attributes of transport systems that would affect transport decisions in moving to, from and within destinations. (Use suitable examples) (13 Marks)
- (b) There are different business models in the airline industry. Compare and contrast the business model of Full-service carriers (FSC) and Low-Cost Carriers (LCC) with examples. (12 Marks)

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**Question 03**

- (a) An Air Service Agreement (ASA) is to be signed between New Zealand and China. Newzea Airways is an airline whose home state is New Zealand. Identify which freedom of air is given by each example. (07 Marks)

I.	A flight from New Zealand to China, flown by Newzea Airways	
II.	A flight between China and Russia, flown by Newzea Airways without operating to New Zealand.	
III.	A flight between Shanghai (China) and Beijing (China), flown by Newzea Airways.	
IV.	A flight from New Zealand to China and from China to Russia, flown by Newzea Airways.	
V.	A flight from Australia to China, through New Zealand flown by Newzea Airways.	
VI.	A flight from New Zealand to Shanghai (China) and from Shanghai (China) to Beijing (China), flown by Newzea Airways.	
VII.	A flight from New Zealand to Russia, flown by Newzea Airways, overflying China.	

- (b) Briefly explain the Chicago Convention. (06 Marks)

- (c) Describe the advantages and disadvantages of adopting an open skies policy for air transportation in Sri Lanka. (12 Marks)



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#### **Question 04**

- (a) Briefly explain the purpose of Airport Use Agreements. (05 Marks)
- (b) Most of the major airlines today have codeshare agreements with other airlines. The main motivation of codeshare agreements is to boost business for airlines by increasing the number of flights that passengers have access to. Explain how codeshare agreements work with an example. (10 Marks)
- (c) Bilateral agreements have been the preferred method for countries to exchange commercial rights for air services. Explain provisions contained on bilateral agreements. (10 Marks)

#### **Question 05**

- (a) Explain any 2(two) airline distribution channels. (10 Marks)
- (b) "Global Distribution Systems (GDS) are computerized network systems that facilitates transactions between travel industry service providers. Development of GDS transformed the airline industry and eased the lives of travel service providers and travel agents." Justify with examples. (15 Marks)

#### **Question 06**

- (a) Explain the EC Regulation 261 emphasizing on consumer rights related to flight delays, flight cancellations, denied boarding and delayed, lost or damaged baggage. (10 Marks)



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- (b) Every published fare has a published set of fare rules. Explain these fare rules that govern the conditions that must be met for a passenger to qualify for a fare. (Use suitable examples) (15 Marks)

**Question 07**

- (a) An airline's product is an intangible one which is instantly perishable and cannot be stored. Identify the Core service, Actual Service, Augmented service, and Potential service of an airline's product. (10 Marks)
- (b) Market segmentation in the airline industry helps to better understand passenger needs and tells how you can best meet those needs with your product or service. Explain how the air passenger market has been traditionally segmented for airline marketing using different variables. (15 Marks)

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