

MBA(TT)III/11.14.1062

Reg.No.



B

MBA (TT) DEGREE III SEMESTER EXAMINATION NOVEMBER 2014

SMT 2305 SAFETY AND CRISIS MANAGEMENT
(2012 Scheme)

Time : 3 Hours

Maximum Marks : 50

PART A
(Answer *ALL* questions)

- (5 x 2 = 10)
1. What is meant by tourism legislation?
 2. What is meant by crisis management?
 3. Define public relations.
 4. What is meant by disaster recovery?
 5. Write two importance of consumer protection in tourism industry.

PART B
(Answer *ANY FIVE* questions)

- (5 x 4 = 20)
6. Discuss the importance of tourist security at destination.
 7. Describe some of the measures to be taken of destination to control accidents and complaints.
 8. Explain how does terrorism affect tourism industry. Give examples.
 9. Narrate the process of crisis management at a popular tourism location such as Goa, in case of terrorists attack at a beach.
 10. How far it is important to keep a healthy relationship with communication medias in crisis management?
 11. Examine how do disaster management and risk management differ from crisis management?
 12. What is meant by Business Area Impact Analysis? Explain.

PART C
(Answer *ANY TWO* questions)

- (2 x 10 = 20)
13. Critically evaluate whether India is a safe destination for tourist. Why or why not?
 14. Discuss how extremist groups and trade unions in India affect our tourism industry? Explain, with examples.
 15. Examine how does government of India manage the unhealthy situations prevail at destinations. What are the prominent legislations and acts to make it a safe destination for tourists?
