



## MBA (TT) DEGREE III SEMESTER EXAMINATION NOVEMBER 2016

### SMT 2305 SAFETY AND CRISIS MANAGEMENT

Time: 3 Hours

Maximum Marks: 50

**PART A**  
(Answer *ALL* questions)

(5 × 2 = 10)

1. What do you mean by crisis communication?
2. What is disaster recovery plan?
3. What is fire triangle?
4. Why is media relation important?
5. Differentiate between crisis and risk management.

**PART B**  
(Answer *ANY FIVE* questions)

(5 × 4 = 20)

6. Explain the role of travel insurance in the tourist safety and security.
7. If you are a fair escort, what are the basic requirements you need to do to meet with an unexpected incident such as flood?
8. What are the basic factors which make a tourist destination safe and secure?
9. What is business area impact analysis?
10. How far public relation is important in handling a crisis?
11. Explain vulnerability analysis and audit.
12. Describe the importance of tourist security information. What is the security information provided during flight?

**PART C**  
(Answer *ANY TWO* questions)

(2 × 10 = 20)

13. Explain the impact of terrorism on tourism with examples.
14. Examine various regulatory authorities and rules/laws pertaining to tourist safety and protection.
15. Discuss the safety and security issues and risks a foreign tourist may undergo when he is on a tour in India.