

**M.B.A. (TRAVEL AND TOURISM) DEGREE III SEMESTER EXAMINATION
NOVEMBER 2010**

**SMT 2303 SAFETY, SECURITY AND CRISIS MANAGEMENT IN TRAVEL
AND TOURISM INDUSTRY**

Time: 3 Hours

Maximum marks: 50

(Each question carries TEN marks)

(5 x 10 =50)

- I. A. Discuss the crisis communication considerations for effectively dealing with the media and the general public during a crisis event.
OR
B. Evaluate the role of safety and security management from the tourism industry point of view.
- II. A. Discuss the major concerns the hospitality industry should have to maintain food safety.
OR
B. What is travel insurance? How far tourist insurance is necessary for tourism industry to survive?
- III. A. Analyse the safety and security measures available at our various entry and exit points.
OR
B. Tourists in India face many challenges and threats. Comment on this and bring out some suggestions to strengthen the tourism industry.
- IV. A. What is disaster management? Bring out the differences between disaster management and emergency management.
OR
B. What is Business Area Impact Analysis (BAIA)? Explain its features and importance from the point of Indian Tourism industry.
- V. A. Discuss the leadership role and functions in crisis management.
OR
B. Discuss the key elements of fire safety policy. What is meant by fire code and what are the components of a fire code?

