

MBA (TT) III/11.15.0868

Reg. No.



MBA (TT) DEGREE III SEMESTER EXAMINATION NOVEMBER 2015

SMT 2305 SAFETY AND CRISIS MANAGEMENT
(Regular)

Time: 3 Hours

Maximum Marks: 50

PART A
(Answer *ALL* questions)

(5 × 2 = 10)

1. What is psychological fear?
2. Mention the need for travel insurance.
3. Define crime.
4. What is risk management?
5. Define business continuity plan.

PART B
(Answer *ANY FIVE* questions)

(5 × 4 = 20)

6. How does terrorism pose threat to tourism industry?
7. What are the disaster recovery plans?
8. What is fire Triangle? Explain.
9. How to identify the crisis events?
10. What is business contingency plan? Explain.
11. Explain the implications of drug trafficking.
12. Discuss the basics of tourist safety.

PART C
(Answer *ANY TWO* questions)

(2 × 10 = 20)

13. Critically evaluate whether India is a safe destination for tourist. Why or why not?
14. Discuss the leadership framework for the crisis management.
15. What is internal crisis communication? Explain the signification of communication and role of media during the crisis.
