

**KANCHI MAMUNIVAR GOVERNMENT INSTITUTE FOR POSTGRADUATE STUDIES AND RESEARCH
(Autonomous) (Reaccredited by NAAC with 'B++' Grade)**

PUDUCHERRY- 605 008

Master of Tourism and Travel Management (CBCS) 2020-21

FIRST SEMESTER							
Code	Title of the Paper	Hard/ Soft Core	Credits	Teaching Hours	Tutorial	Seminar/ Assignment	Total Credits
MTHT101	Tourism Principles, Policies and Practices	Hard	4	5	1	2	18
MTHT102	Tourism Resources of India	Hard	4	5	1		
MTHT103	Management Concepts and Organizational Behaviour	Hard	4	5	1		
MTSC104	Global Tourism Geography (For the Department)	Soft	3	4	1		
MTSC105	Communication Skills for Tourism (For the Department)	Soft	3	4	1		
SECOND SEMESTER							
MTHT206	Travel Agency and Tour Operations	Hard	4	5	1	3	18
MTHT207	Hospitality Management	Hard	4	5	1		
MTHT208	Airlines and Airport Management	Hard	4	5	1		
MTSC209	Eco-tourism and Sustainable Development (For the Department)	Soft	3	4	1		
MTSC210	Tourism Entrepreneurship (For other Departments)	Soft	3	4			
THIRD SEMESTER							
MTHT311	Destination Development and Management	Hard	4	5	1	2	18
MTHT312	Tourism Marketing	Hard	4	5	1		
MTHT313	Research Methodology	Hard	4	5	1		
MTSC314	Puducherry Tourism	Soft	3	4	1		
MTSC315 A	Internship and Viva-Voce	Soft	2				
MTSC315 B	Destination Familiarization and Viva-Voce	Soft	1				
FOURTH SEMESTER							
MTHT416	Business Environment	Hard	4	5	1	2	18
MTHT417	E-Tourism	Hard	4	5	1		
MTHT418	Customer Relationship Management	Hard	4	5	1		
MTSC419	Human Resource Management (For the Department)	Soft	3	4	1		
MTSC420	Project Report and Viva-Voce	Soft	3				

Credits for 12 Hard Core Papers = 12 x 4 = 48

Credits for 8 Soft Core Papers = 8 x 3 = 24

Total Credits = 72

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PUDUCHERRY
DEPARTMENT OF TOURISM

MTTM Syllabus (CBCS)
First Semester
MTHT101- TOURISM PRINCIPLES, POLICIES AND PRACTICES

Objectives:

- To understand the various elements in tourism management.
- To study the roles of various tourism organizations

UNIT-I

Tourism-Meaning and Definitions - Characteristics of Tourism, Historical Development of Tourism, Interdisciplinary Approaches, Types & Forms of Tourism, Tourism Systems - Leiper's Geo-spatial Model, Butler's Tourism Area Life Cycle (TALC) - Demonstration Effect – Crompton's Push and Pull Theory, Stanley Plog's Allo-Centric and Psycho-Centric Model.

UNIT-II

Tourism Industry: Structure and Components: Attractions – Accommodation – Activities –Accessibility – Amenities – Infrastructure and Hospitality - F&B–Shopping – Entertainment–Typology of Tourism– Classification of Tourists – Tourism Network – Emerging areas of tourism–N i c h e t o u r i s m - Cruise, MICE, Literary, Indigenous, Me d i c a l & Wellness, Film, Golf, Silver hair, Doomsday, etc.,

UNIT-III

Major motivations and deterrents to travel -Tourism & Cultural Relationships, GIT, FIT & Affinity Group Travel, Bilateral & Multilateral Tourism, Growth of Social Tourism, Demand and Supply in tourism – Present trends in Domestic and Global tourism - Impacts of Tourism.

UNIT-IV

Roles and Functions: WTO, WTTC, ICAO, IATA, PATA, FHRAI, INTACH, Department of Tourism, Ministry of Tourism, Govt. of India, National Tourism Policy - National Action Plan, - Major Tourism schemes of Govt. of India, Visa on Arrival (VoA), e-Visa, Swadesh Darshan - PRASAD - HRIDAY Scheme, Marketing & Promotion - Incredible India –Paryatan Parv – Atithi Devo Bhava.

Suggested Readings

- Burkart A.J., Medlik S. (1974), Tourism -Past, Present and Future, Heinemann, London.
- Chuck Y. Gee James C. Makens & Dexter J.L. Choy (1989), The Travel Industry, Van Nostrand Reinhold, New York.
- Ghosh Bishwanath (2000), Tourism & Travel Mgmt, Vikas Publishing House, New Delhi.
- Michael M. Coltman (1989), Introduction to Travel and Tourism- An International Approach, Van Nostrand Reinhold, New York.
- Page J. Stephen & Brunt Paul (2007), Tourism - A Modern Synthesis, Thomson Publishers.
- Ray Youell (1998), Tourism- An Introduction, Addison Wesley Longman, Essex.
- Sunetra Roday, Etal (2009), Tourism Operations and Management, Oxford University Press.

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MTTM Syllabus (CBCS)
First Semester
MTHT102- TOURISM RESOURCES OF INDIA

Objectives:

1. To study the vast tourist resources of culture and heritage of India
2. To be familiar with arts, fairs and customs in India

Unit-I

Culture-Meaning, General Characteristics of Culture, Significance of Geography on Indian Culture-Harappan, Vedic culture (Rig Vedic and Later Vedic), Dravidians, Aryans etc- Religious Shrines / Centers – Hindu, Buddhist, Jain, Sikh, Muslim, Christian Traditional clothing- North, South, East & West.

Unit -II

Religions of India –Religious shrines & Centers-Hindu, Buddhist, Jain, Sikh, Muslim, Christian and others-Basic Tenets-Indian Philosophy, -Problems and Prospects of Cultural Tourism in India

Unit-III

Cultural Heritage-Ayurveda, Yoga and Meditation-Performing Arts: Dance Forms-Music-Vocal & Instruments –Folk Arts-Indian Paintings and Sculpture, National parks and wild life, Museums and Art Galleries-Fairs and Festivals – Indian Cuisine – Traditional Arts and Crafts-World Heritage sites in India (UNESCO).

Unit-IV

Architectural Heritage-Rock Cut Architecture-Buddhist Architecture-Gandhara & Mathura Schools of Art-Hindu Temple Architecture-Indo Islami Architecture-Modern Architecture-Forts, Palaces and Havelis.

Suggested Readings

- .Basham A.L (2014),” The Wonder that was India”, Rupa and Com, Delhi.
- Brown Percy (2013),” Indian Architecture -Islamic period”, Indus International, New Delhi.
- Dixit, M and SheelaC(2015), “Tourism Products”, New Royal Book, Pune .
- Manoj Dixit (2002), Tourism Products, New Royal Book Co. Lucknow.
- Norman Douglas. Ed. (2001), Special Interest Tourism, John Wiley & Sons, Australia.
- Robinet Jacob (2007), Indian Tourism Products, Abhijeet Publications, Delhi.
- S.P Gupta, Krishna Lal, M. Battacharyya (2014), “Cultural Tourism in India”, Indraprastha Museum of Art and Archaeology
- S.P. Gupta (2002), Cultural Tourism in India, Indraprastha Museum of Art and Archaeology, New Delhi.
- Stephen Ball (2007), Encyclopedia of Tourism Resources in India, B/H.

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MTTM Syllabus (CBCS)

First Semester

MTHT103- MANAGEMENT CONCEPTS AND ORGANISATIONAL BEHAVIOUR

Objectives

- To understand the process of management in an organizational context;
- To familiarize the students with the essence of organizational behavior at workplace

UNIT - I

Management Concepts and Functions: Nature and Levels in Management – Managerial Roles and Skills– Tasks of a Professional Manager –Manager and Environment- Case Studies of Managerial Skills – Steve Jobs, Sundar Pichai and Satya Nadella

UNIT - II

Planning: Planning Process – Scope and Limitations – Short Range Vs. Long Range Planning – Characteristics of a Sound Plan – MBO, MBE - Organising: Organisation Structure and Design – Span of Control- Delegation of Authority and Decentralisation – Decision Making – Process - Approaches in Decision Making, Group Decision Making - Interdepartmental Coordination – Emerging Trends in Corporate Structure, Strategy and Culture

UNIT - III

Directing and Controlling: Supervision, Motivation – Motives – Characteristics of Motivation– Elements – Methods –Leadership: T Styles and Models – Communication- Process of Communication – Control System and Process –Staffing –Meaning andTypes

UNIT - IV

Organizational Behaviour: Individual Behaviour and Differences - Personality – Attitudes and Beliefs – Values - Perception – Perceptual Selectivity – Management of Stress –Understanding Work Teams– Conflict Management -Selected case studies of Domestic & International Companies, Organisational Culture – Cross-Cultural Management – Change Management – Knowledge Management – Dimensions and Process - Impact of Technology on Organization

Suggested Readings

- Aswathappa, K. & Kariminder Ghuman (2017), Management Concepts Practice and Cases, McGraw Hill, New Delhi
- Hampton (1992), Management, McGraw– Hill, International Edition, Tokyo.
- Koontz & Weirich (2004), Management, McGraw– Hill, Tokyo.
- Peter F. Drucker (1983), Innovation and Entrepreneurship, Heinman, New York.
- Peter F. Drucker (1987), Practice of Management, Pan Books, London, Reprint.
- Richard .M Hodgets (1993), Management, Academic Press, New Jersey.
- Stoner & Wankel (1999), Management, Prentice Hall India, New Delhi.
- Virmani.B.R. (2006), The Challenges of Indian Management, Response books, New Delhi.

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MTTM Syllabus (CBCS)
First Semester
MTSC104- GLOBAL TOURISM GEOGRAPHY

Objectives:

- To understand the relationship between geography and tourism
- To study the major tourism destinations and modes of transportation across the world

UNIT – I

World Geography – Destinations, Physical, Culture – Continents– Oceans–Countries - Cities - Map Work

UNIT – II

Time Zones – Calculation of Time: GMT Variation – International Date Line – IATA Areas and Sub Areas – Global Indicators

UNIT – III

Tourism Destinations in North America- Central America- South America and Adjacent Islands - Transport Systems: Airlines, Cruise liners, Trains, Road Transportation

UNIT – IV

Tourism Destinations in Europe and Africa - Transport Systems: Airlines, Cruise liners, Trains, Road Transportation-Tourism Destinations in Asia and Oceania - Transport Systems: Airlines, Cruise liners, Trains, Road Transportation

Suggested Readings

- Boniface B. & Cooper C (2009), Worldwide Destinations: The Geography of Travel & Tourism, Oxford Butterworth Heinemann.
- Michael Hall (1999), Geography of Travel and Tourism, Routledge, London.
- Michael Hall, C & Stephen J. Page (2006), The Geography of Tourism and Recreation- Environment, Place and Space, Third Edition, Routledge, London.
- Robinson H.A. (1976), Geography of Tourism Mac Donald & Evans, Ltd, India, Lonely Planet Publications.
- Rosemary Burton (1995), Travel Geography-Pitman Publishing, Marlow Essex.
- Travel Information Manual, IATA, Netherlands, 2009.

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MTTM Syllabus (CBCS)
First Semester
MTSC105- COMMUNICATION SKILLS FOR TOURISM

Objectives:

- To develop effective written and oral communication skills
- Familiarize with the techniques and approaches for successful communication

UNIT I

Introduction to Communication – Importance of communication – Verbal communication - Non Verbal communication - Intrapersonal communication- Interpersonal communication - Extra personal communication -Mass communication- Barriers-Methods of achieving effective communication.

UNIT II

Oral communication skills: Paralinguistic Features- Proxemics –Haptics- Group Discussions - Participation in meetings and interviews - Designing and delivering presentations- Public Speaking – Debates – Telephone Etiquette – Negotiation Skills

UNIT III

Non-verbal Communication: Body language: Postures, Gestures, Signs and Symbols- Team building - Interpersonal effectiveness – Leadership Skills - Personality Development and Grooming – Stress Management.

UNIT IV

Written Communication: Report Writing – Blog Writing – Documentation – Social Media Communication – PR Communication –Content Writing , Business Communication: Preparing letters, Résumé, Reports, Proposals, E-Mails and other executive communications - Communication across cultures – Communication challenges in today’s work place.

Suggested Readings

- Bovee, Thill & Schatzman (2003), Business Communication Today, Pearson, New Delhi.
- Chunawalla S.A. (2001), Advertising Sales and Promotion Management, Himalaya, Mumbai
- Jenkins I.R. & Jif J.J. (1973), Planning the Advertising Campaign, Macmillan, New Delhi.
- Kaul, Asha (2005), Effective Business Communication, PHI, New Delhi.
- Kumar Sanjay & Lata Pushp (2012), Communication Skills, Oxford University Press, New Delhi.
- Mandal S.K. (2007), Effective Communication and Public Speaking, Jaico, Mumbai.

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MTTM Syllabus (CBCS)
Second Semester
MTHT206- TRAVEL AGENCY AND TOUR OPERATIONS

Objectives:

- To study the components and functions of a travel agency and tour operator
- To familiarize the students with itinerary preparation and costing

UNIT-I

Evolution of Travel and Travel Trade – Emergence of Thomas Cook and American Express Company – Travel Agency and Tour Operation Business – Linkages and Integration with the Principal Service Providers. Roles and Functions of UFTAA, ASTA, TAAI, IATO, IAAI, OTOAI, TTM, KTM– Ethics of Travel Agency Business –Corporate Social Responsibility (CSR) in Travel Agency Business.

UNIT-II

Travel Agency Vs. Tour Operation Company - Functions of a Travel Agency, Tour Operation Company - Setting up a full-fledged Travel Agency - Recognition from Government - IATA Accreditation - Sources of Income of a travel agency/tour operator - Diversification of Business - Travel Insurance, Forex, Cargo, International SIM Cards – Documentation

UNIT-III

Itinerary Planning & Development - Meaning, Importance and Types of Itinerary - Resources and Steps for Preparing Itinerary - Do's and Dont's of Itinerary Preparation – FIT and Group Tour Components and Planning –Tour Brochure – FIT, Fixed Departure

UNIT-IV

Tour Packaging - Importance of Tour Packaging –Tour Costing and Pricing - Pricing strategies - Preparation of Cost Sheet – Preparation of Tour Quotation– Re-quoting for competitiveness- Preparation of Tour Profit Report–Tour packages of India, USA, Europe, South Africa, Middle East, Far East Asia, Australia, New Zealand, Islands

Suggested Readings

- Chand, M. (2002), Travel Agency Management: An Introductory Text, Anmol Publications Pvt. Ltd., New Delhi.
- Goeldner, R & Ritchie. B (2010), Tourism, Principles, Practices and Philosophies,
- Holloway, J.C. (2002), The Business of Tourism, Prentice Hall, London, pp.220-279.
- John Wiley & Sons, London.
- Negi. J (2005), Travel Agency Operations: Concepts and Principles, Kanishka, New Delhi.
- Roday. S, Biwal. A & Joshi. V. (2009), Tourism Operations and Management, Oxford University Press, New Delhi, pp-164-296.

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MTTM Syllabus (CBCS)
Second Semester
MTHT207- HOSPITALITY MANAGEMENT

Objectives:

- To study the evolution growth and structure of hospitality industry
- To understand the recent trends in hospitality industry

UNIT-I

Introduction to Hospitality Industry – Definition of Hotel - Evolution and Growth of Hotels - Classification of Hotels: On the basis of Location, Size, Level of Service, Length of stay, Theme, Target Market, Ownership –Categorizing the hotel based on Stars – Hotel administration and management of hotel properties.

UNIT-II

Organizational Structure of a Hotel - Major departments of a hotel - Front Office, Housekeeping, Food & Beverage Service, Food Production& Patisserie, Maintenance& Engineering, Accounts, Human Resource, Security, Sales and Marketing, Purchases

UNIT-III

Types of Guest Rooms - Hotel Tariff Plans and Types -Room Reservations – Check in & Check out Procedure – Handling FIT, Groups, CIP, VIP, Regular Guests - Handling Messages - Handling Guest Complaints - Billing and Settlement- Evaluating Hotel's Performance – Need for Evaluation – Methods – Yield Management - Occupancy Ratio - Average Daily Rate (ADR), Average Room Rate per Guest – Market Share Index - Evaluation of Hotel by Guest-CRS

UNIT-IV

Recent trends in Hotel Booking – Career in Hospitality Industry – Corporate Social Responsibility– Ethics of Hospitality Business – Modern day Hotels around the World - Future and Trends of Hospitality Industry.

Suggested Readings:

- Gray and Ligouri (2000), Hotel and Motel Management and Operations, PHI, New Delhi.
- Jagmohan Negi, Hotels for Tourism Development, S. Chand, New Delhi.
- Jatashankar R Tewari (2009), Hotel Front Office Operations and Management, Oxford Publication New Delhi.
- Negi, Jagmohan (1997), Professional Hotel Management, S. Chand, New Delhi
- Raghubalan, G and Smritee Ragubalan: Hotel Housekeeping Operations and Management
- Sudheer Andrews (2009), Hotel Front Office Training Manual, Tata McGraw Hill, Bombay.

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MTTM Syllabus (CBCS)
Second Semester
MTHT208- AIRLINES AND AIRPORT MANAGEMENT

Objectives:

- To gain knowledge on the aviation industry and air travel process
- To understand the concept, role and procedure of cargo transportation

UNIT-I

Aviation History – International Conventions - Chicago Convention, Warsaw Convention - Freedoms of the Air - Open sky policy- Functions and Role of ICAO, IATA, DGCA and Airports Authority of India - Types of Airlines - Types of Aircrafts – Case Study of Boeing, ATR, Air Bus.

UNIT-II

Airline Terminologies - Three Letter City and Airport Code - Airline Designated Code -Types of Journeys – Fundamentals of Airline Ticketing - Special Fares - Miscellaneous Charges order (MCO) - Multiple Purpose Document (MPD) - Billing and Settlement Plan

UNIT- III

Airport Management: Travel Documents - Airport Facilities - Check-in Formalities - In-flight Services - Classes of Service - Special Passengers - Frequent Flyer Programs. Case study on Airport Automation: International Airport Baggage Handling – Types, Allowances, Excess Baggage and Oversized Baggage - Electronic Goods - Dangerous Goods - Prohibited Items– Security Check – Customs & Regulations – Immigration & Emigration Procedures

UNIT-IV

Air Cargo: Terminal facilities –Booking procedures –Charges - Capacity of Airlines - Cargo with special attention - Live Animal Regulation - Cargo Documentation: Air way bill - Irregularity Report - Cargo Manifesto - Cargo transfer Manifesto and case study in cargo operations.

Suggested Readings

- Air Cargo Tariff Manual.IATA Live Animals Regulation Manual.
- IATA Training Manual.
- Negi, Jagmohan (2005), Air Travel Ticketing and Fare Construction, Kanishka, New Delhi.
- Singh, Ratandeep (2008), Handbook of Global Aviation Industry and Hospitality Services, Kanishka Publishers, New Delhi.

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MTTM Syllabus (CBCS)

Second Semester

MTSC209- ECOTOURISM AND SUSTAINABLE DEVELOPMENT

Objectives:

- To understand the importance and impact of ecotourism
- To study the policies and practices related to ecotourism and understand the eco-friendly practices

UNIT-I

Ecotourism- Evolution, Principles and Functions of Ecotourism - Mass Tourism Vs. Ecotourism - Typology of Ecotourists - Ecotourism Activities - Guidelines & Regulations – Quebec Declaration 2002 - Oslo Declaration 2007, Ecological Foot print -Relationship between Tourism & Environment- Community Participation and Types of Community Participation and Socio- Economic and Cultural Conditions - Evaluation of Impact of Tourism Site - Zoning System.

UNIT-II

Ecotourism Development -Socio- economic Development - Ecotourism Policies, Planning and Implementation - Eco-friendly Facilities and Amenities - Carrying Capacity - Alternative Tourism - Responsible ecotourism - EIA - Environment Audit. - Case Studies of Periyar National Park, Thenmala Eco-Project

UNIT-III

Concept of Sustainable Development: Evolution, Meaning, Principles, Key Dimensions of Sustainability, Stockholm Conference 1972 (Human & Environment), World Conservation Union 1980 – World Commission on Environment & Development (WCED) 1987 and Brundtland Commission - Rio Declaration 1992 – Kyoto Protocol 1997 – World Summit on Sustainable Development (WSSD) 2002 - Global Warming & Climate Change, Tourism and SDG s.

UNIT-IV

Role of International Ecotourism Society - UNWTO, WWF, UNDP - Department of Forest and Environment - Government of India- ATREE- EQUATIONS Planning for Sustainable Tourism: - Topographical Analysis - Analysis of Local Resources - Land Use Pattern – Environmental Impact Assessment (EIA), Environmental Information System (EIS), Environmental Management System (EMS). .

Suggested Readings

- Fennel, D. A. (1999), Ecotourism –An Introduction, Routledge Publication
- Fennel, D. A. (2002), Ecotourism Policy and Planning, CABI Publishing, USA.
- Goodwin, H. (2011). Taking Responsibility for Tourism. Woodeaton: Goodfellow Publishers Limited.
- Honey. (2008). Ecotourism and Sustainable Development: Who Owns Paradise? 2nd Edition. Washington, DC: Island Press.
- Ralf Buckley (2004), Environment Impacts of Ecotourism, CABI, London.
- Ramesh Chawla (2006), Ecology and Tourism Development, Sumit International, New Delhi.
- Strange, T., and Bayley, A. (2008). Sustainable Development. Linking Economy, Society, Environment. Paris: OECD
- Sukanta K Chaudhury, Cultural, Ecology and Sustainable Development, Mittal, New Delhi.
- Tiwari, S.K., & Upadhyay, R.K. (2017). Conservation of Degraded Wetland System of Keoladeo National Park, Bharatpur, India. Ecological Complexity, pp74- 89.
- Weaver, D. (2001), The Encyclopedia of Ecotourism, CABI Publication, USA

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MTTM Syllabus (CBCS)
Second Semester
MTSC210- TOURISM ENTREPRENEURSHIP

Objectives:

- To acquire knowledge about the approaches and methods of entrepreneurship
- To gain insight on the entrepreneurial ventures and the techniques used

UNIT - I

Entrepreneurship – Theories and Approaches – Types of Entrepreneurs – Entrepreneurial Motivation - Entrepreneurial Climate–Entrepreneurial Development Process - Myths about Entrepreneurship – Role of Entrepreneurs in Economic Development -Organizational Framework for Promotion and Development of Tourism and Travel Business–Venture Creation and Management.

UNIT – II

Entrepreneurial Traits and Motivation - Characteristics and Qualities of an Entrepreneur - Entrepreneur Vs. Professional Management –Development of Women Entrepreneurs – Challenges and Problems - SHG's - Case Study of Successful Women Entrepreneurs, – Legal Issues – Intellectual Property Rights – Entrepreneurial Development Institutes in India - Case studies of Successful Tourism Entrepreneurs.

UNIT – III

Entrepreneurship in Tourism – Opportunity Identification – Idea Generation – Business Plan–Opportunity Recognition –Market & Competition Analysis - Feasibility Report–Funding Options – Implementation Schedule.

UNIT – IV

Financial Planning –Working Capital – Source of Finance - Bank Loans- Types of Loans -Financial Institutions for Small Enterprises – Financial Institutions and their role – SIDBI – NSIC – SFCs – SSSIC - Commercial Banks –Govt. of India Initiatives - Skill India, Make in India, Start Up India.

Suggested Readings

- Melodi Botha, Felicité Fairer, Wessels (2006), Tourism Entrepreneurship, Berendien Lubbe, Juta and Company Ltd, Canada.
- Peter F. Drucker (1995), Innovation & Entrepreneurship, Harper & Row, New York.
- Stephen Page, Jovo Ateljeve (2009), Tourism Entrepreneurship: International Perspective, Butterworth - Heinemann, London.
- Vasanth Desai (2003), Dynamics of Entrepreneurial Devolvment and Management, Himalaya Publication House, New Delhi

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MTTM Syllabus (CBCS)
Third Semester
MTHT311- DESTINATION DEVELOPMENT AND MANAGEMENT

Objectives:

- To understand the structure and components of tourism products
- To familiarize with policies and plans at the national and international level.

UNIT-1

Destination Development - Types of Destinations, Characteristics of Destinations - Destinations and Products - Tangible and Intangible Attributes of Destination-Destination Management Systems - Destination Selection Process – Destination Planning Guidelines - Destination Lifecycle.

UNIT-II

Tourism Planning: Concept, Meaning, Nature, Types of Tourism Planning – Planning process - National and Regional Tourism Planning and Development - Assessment of Tourism Potential - Planning for Sustainable Tourism Development - Environment Impact Assessment (EIA), Environmental Management Systems (EMS) –WTO Guidelines for Planners -Destination Mapping.

UNIT-III

Destination Image - Destination Image Formation Process - Measurement of Destination Image, Destination Branding, Creating the Unique Destination Proposition, Case Study of God's Own Country and Definitely Dubai.

UNIT-IV

Destination Promotion and Publicity - Six 'A's framework for tourism destinations - The dynamic wheel of tourism stakeholders - Destination Marketing Mix - Destination Competitiveness – Distribution Channels- Marketing Communication and Strategies- National Planning Policies for Destination Development- Tourism Policy of India-1982,1987 and 2002, Role of urban civic bodies - Town planning – local bodies, Public Private Partnership (PPP) - TFCI .

Suggested Readings

- C.Gunn (2002), Tourism Planning: Basic, Concepts and Cases, Cognizant Publication.
- Claire, Haven Tang & Eleri Ellis Jones (2005), Tourism SMEs, Service Quality and Destination Competitiveness, CABI Publishing.
- Nigel Morgan, Annette Pritchard & Roger Pride (2001), Destination Branding: Creating the Unique Proposition, Butterworth and Heinemann.
- Richard W. Butler (2006), The Tourism Area Life Cycle: Applications and Modifications, Channel View Publications.
- Shalini Singh, Dallen J. Timothy & Ross Kingston Dowling (2003), Tourism in Destination,Communities, CABI Publishing, USA

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MTTM Syllabus (CBCS)
Third Semester
MTHT312- TOURISM MARKETING

Objectives:

- To develop an understanding of the concepts and strategies in marketing
- To expose them to new marketing trends in the tourism industry

UNIT I

Marketing – Meaning & Importance - Evolution of Marketing –Marketing System - Marketing Functions - Marketing for Tourism – The Tourism Product – Features of Tourism Marketing– Market Research – Market Situation Analysis

UNIT II

Understanding the Market and the Consumer - Marketing Environment – Consumer Behaviour – Buyer Decision Process – Demand Forecasting - Market Segmentation – Targeting – Market Positioning. Developing Marketing Skills for Tourism - Technology in Tourism Marketing – Socially Responsible Marketing – Social Media Marketing

UNIT III

Tourism Marketing Mix - The 4 P's of Marketing –Product Designing – Branding and Packaging – New Product Development – Product Life Cycle: Price: Strategies and Approaches; Place: Channels of Distribution, Promotion: Advertising – Sales Promotion – Publicity – Personal Selling; Other P's: People, Physical Evidence and Process.

UNIT IV

Marketing of Tourism & Related Activities - Trends in Tourism Marketing – Marketing of Destinations, Airlines, Hotels, Resorts, Travel Agencies, Online Travel Agencies - Events and other Tourism sub – sectors and products – Case Studies of Malaysia, Air Asia, Club Mahindra, Cox & Kings, Via.com

Suggested Readings

- Devashish Dasgupta (2011), Tourism Marketing, Pearson, New Delhi.
- Kotler Philip (2006), Marketing Management, PHI, Delhi.
- Manjula Chaudhary (2010), Tourism Marketing, Oxford University Press, New Delhi.
- Neelamegham. S (1998), Marketing in India: Cases & Readings, Vikas, New Delhi.
- Ramasamy VS & Namakumar S. (1990), Marketing Management: Planning & Control, Macmillan, New Delhi.
- Stanton William. J (1999), Fundamentals of Marketing, McGraw Hill, New York.

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MTTM Syllabus (CBCS)
Third Semester
MTHT313- RESEARCH METHODOLOGY

Objectives:

- To study the concepts, theories and methods in research and research problems
- To use the research skills for undertaking research activities

UNIT – I

Introduction to Research – Meaning, Objectives, Characteristics of a Good Research, Need and Scope of Research, Types of Research, Research Process, Ethics in Research -Research Problem- Problem Identification - Steps in Defining Problem - Review of Literature- Sources, Need and Purpose, Process – Hypotheses- Meaning, Characteristics& Functions - Types &steps in Hypothesis Testing

UNIT – II

Sampling techniques- Census vs. Sampling, Principles, Need, Limitations of Sampling – Techniques- Probability and Non-Probability Sampling - Steps in Sampling–Data Collection- Primary and Secondary Data, Methods and Tools for Data Collection - Questionnaire - Construction of Quality Questionnaire- Pilot Study.

UNIT – III

Data Analysis and Interpretation- Tests, Level of Statistical Significance- Types of Analysis- Steps in Test of Significance- Parametric Vs Non Parametric Tests - Parametric Tests: Z-Test, T-Test, Chi-Square - Non Parametric Tests: Chi square as Goodness of Fit and Test of Independence, Sign Test - Usage of SPSS

UNIT – IV

Interpretation and Report Preparation: Interpretation- Need, Techniques, and Precautions- Report Writing: Purpose, Functions, Characteristics, Types, Format, Presentation of Research Report - Plagiarism

Suggested Readings

- Blaikie. N (2000), Designing Social Research, Polity Press, Canterbury, UK.
- Kothari, C.R (2002), Research Methodology, Vishwa Prakashana, India.
- Marshall. L. Rossman. B (1999), Designing Qualitative Research, 3rd Edition, Sage Publication, New Delhi.
- Prabhu, T. Raju and V. Krishnapriya (2017), Research Methodology in Business Management, Vijay Nicole Imprints Pvt Ltd, Chennai

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PUDUCHERRY
DEPARTMENT OF TOURISM

MTTM Syllabus (CBCS)
Third Semester
MTSC314- PUDUCHERRY TOURISM

Objectives

- To familiarize with history of Puducherry and French legacy;
- To acquaint with different forms and facilities of tourism in Puducherry

UNIT-I

Pre- Historic Puducherry – Arakimedu in Indo-Roman trade contacts- Pondicherry under various Medieval kingdoms- Pondicherry as centres learning during Medieval Period- European Companies and Colonial Rule- Ananda Ranga Pillai- Dupliex- Aurobindo in Puducherry- Liberation of Puducherry- De facto and De jure transfers

UNIT-II

Tourism Products of Puducherry- Temples, Mosques and Churches in Puducherry- Town Planning under the French- French colonial Legacy, Jinji Monuments, Dupliex Statue, Ayi Mandapam and Statue of Joan of Arc- Heritage buildings in White and Black Towns- Natural Attractions, Beaches, lakes and Back waters- Libraries, Museums and Parks- Fairs and festivals, Car festivals of Viliyanur and Virampattinam, Sani Bhagavan of Tirunallar in Navagraha circuit and Sani Payorchi, Khandoori and Mangani- Aurobindo Ashram- Heritage and Role of INTACH

UNIT-III

Tourism during Colonial times- Trends of Tourism in the post- Liberation period, Historical and Heritage Tourism, Spiritual and Religious Tourism, Medical Tourism, Liquor Tourism, Eco-Tourism, Shopping Tourism - Emerging Trends, Rural Tourism, Film Tourism, Sports Tourism, Adventure Tourism, Food Tourism, Yoga Tourism, Craft Villages

UNIT-IV

Development in Infrastructural Facilities and Hospitality- Role of DOT, PTDC and PRTC- Tourist Agencies, Tour Operators and Foreign Exchange - Tourism Marketing- Tourism Policies and incentives of Pucherry- Road to make Puducherry as a global tourism destination- Puducherry Vision 2034 - Smart city project at Puducherry – Tourism Projects of UT of Puducherry and PPP Tourism projects- Economic Implications of Tourism in Puducherry- The other side of the coin- Social, Environmental, Legal and Ethical issues in the Puducherry Tourism

Suggested Readings:

- Agarwal, S., Busby , G., & Huang, R. (2018). Special Interest Tourism: Concepts,
- Antony, Francis Cyril., ed., Gazetteer of India: Union Territory of Pondicherry, Vol.1 & 2, Pondicherry, 1982.
- Douglas, N., Douglas, N., & Derrett, R. (2002). Special Interest Tourism. Brisbane:
- E.Devabalane (2010) Tourism Industry in Puducherry, komugi pathipagum, Chennai-2010

- Inskip, E. (1991). *Tourism Planning: An Integrated and Sustainable Development* London: Routledge.
- Myers, J.E., Sweeney, T.J. (2005). *Counselling for Wellness: Theory, Research and Approach*, New York: Van Nostrand Reinhold.
- Novelli, M. (Ed.). (2005). *Niche Tourism: Contemporary Issues, Trends and Cases. Practice*. Alexandria: American Counselling Association.
- Rai, Animesh, *The Legacy of French Rule in India, 1674-1954*, Pondicherry, 2008.
- Raja.A., *Concise History of Puducherry*, Pondicherry, 2006.
- Ramasamy, A., *History of Pondicherry*, Delhi, 1987

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DEPARTMENT OF TOURISM

MTTM Syllabus (CBCS)
Third Semester
MTSC315 A - INTERNSHIP AND VIVA -VOCE

Objectives:

- To gain practical knowledge and know-how of selling tourism and related products
- To gain practical knowledge on itinerary preparation and tour operations, so as to enable them make a career in tourism.

INTERNSHIP AND VIVA -VOCE (A)

The students are sent to gain professional experience and hands on training to various tourism and related organizations of their own choice with prior approval and permission from the Department To gain practical knowledge and know-how of selling tourism and related products. A report has to be submitted followed by viva-voce exam conducted by external subject experts.

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Third Semester
MTSC315 B - DESTINATION FAMILIARISATION

Destination familiarisation trip is to provide the first-hand experience to students to destinations of their own choice within India on low cost preparing itinerary on their own with prior approval and permission from the Department. The Programme should be not less than three days. It may be of National importance or region specific. Itinerary planning is set to the students to equip them with the practical revelation of the theoretical study. The report could be on a particular Destination/Product/Experience/Adequacy or Inadequacies (a critical Analysis) usually encountered by a tourist at a particular destination/product. A report has to be submitted followed by viva-voce exam conducted by external subject experts.

Specification and Evaluation Methods of Internship and Destination Familiarisation

1. Projects must be related to a topic relevant to the syllabus.
2. Proper style of footnotes and bibliography should be followed by the students.
3. The project report shall be not less than 30 pages in 12 point font (1.5 spaced) Times New Roman.
4. The project report should be submitted before the end of 3rd semester examination.
5. Valuation of the project shall be as per norms.

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MTTM Syllabus (CBCS)
Fourth Semester
MTHT 416 - BUSINESS ENVIRONMENT

Objectives:

- To understand the ideology and framework of international business
- To gain knowledge on the business practices and strategies at a global perspective.

UNIT I

Introduction to International Management: Concept of International Business and Management – Internationalization of Business - The Environment of International Trade- Forces (Trade Barriers) – Global Economic Groupings – The Case of European Union – Globalization of Business.

UNIT II

International Business Environment: Economic, Political, Legal and Technological Environment - Global Economic Institutions: IMF - World Bank – UNCTAD- WTO – International Commodity Trading and Agreements- Ethical Issue in International Management- Cultural Diversity- Methods of doing International business.

UNIT III

Balance of Payment - Strategic Planning in International Management: Need and Benefits – Types and Theories of Foreign Investment - Foreign Direct Investment (FDI) – Factors Influencing FDI -Barriers - Policy Framework – Greenfield & Brownfield Investment – Mergers & Acquisitions– Franchising

UNIT IV

International Market Strategy: Market Identification and Demand Estimation – Product Strategy – Pricing Strategy – Selecting Channel of Distribution – Sales Promotion. Case Study of Mc Donald’s, Tata Motors- Comparative Management – Japanese Style, Western, Chinese Management Styles- Case Study of Sony, Ali Baba, Volkswagen

Suggested Readings:

- Aswathappa K. (2012), International Business, TATA McGraw Hill, New Delhi.
- Czinkotn (1995), Global Marketing, Dryden Press.
- International Business Management (2012), International Business Management, Pearson.
- Phillip R. Cateora & John L. Graham (1999), International Marketing, McGraw-Hill International Edition.
- Richard M. Hodgetts & Fred Luthans (1991), International Management, McGraw- Hill, International edition.
- Warren J.Keegan (1998), Global Marketing Management, PHI, New Delhi.

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MTTM Syllabus (CBCS)
Fourth Semester
MTHT 417 - E-TOURISM

Objectives:

- To gain knowledge on the concept and the role of information technology in tourism industry
- To learn the emerging ICT tools and its impact in the industry

UNIT- I

Introduction to E-tourism, Historical Development - Electronic technology for data processing and communication – Strategic and Operational use of IT in Tourism, Global Distribution System: History & Evolution – CRS, HRS, GDS, Hotel Distribution System- Cases of Amadeus, Galileo, Sabre, Abacus -

UNIT – II

Typologies of E-tourism: Business models - Business to Business (B2B) - Business to Consumer (B2C) - Consumer to Business (C2B) - Consumer to consumer (C2C) - Business to Employees (B2E) & Business to Government (B2G). Case Studies of Red Apple DMC, OYO Rooms, OLX, Zoom Car, Ofo Cycles

UNIT- III

Payment Systems in E-tourism - Payment Gateways - Billing and Settlement Plan (BSP) - Security Issues and Certification- Usage of Wallets- Quick pay options(Tez, Samsung Pay, BHIM) - Virtual Banks (Paytm, Airtel)- Case studies of e- wallets – Freecharge, Mobikwik – OTA's – OTA Wallets – Coupons and Cashbacks

UNIT – IV

Future of E-tourism - E-marketing and Promotion of Tourism Products – Facebook, Twitter, YouTube, WhatsApp - Travel Blogs –Usage of Artificial Intelligence- Virtual Reality - Challenges for conventional business models & Competitive strategies, Virtual tours and Augmented reality.

Suggested Readings

- Buhalis D. (2004), E-tourism: Information Technology for Strategic Tourism Management, Prentice Hall India.
- Inkpen G. (2000), Information Technology for Travel and Tourism, Addison Wesley.
- Malvino A.P (1995), Electronic Principles, McGraw-Hill.
- Poon A. (1998), Tourism, Technology and Competitive Strategies, CABI.
- Rayport J.F. & Jaworski B.J. (2002), Introduction to Ecommerce, McGraw-Hill.
- Sheldon P. (2002), Tourism Information Technology, CABI.

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MTTM Syllabus (CBCS)
Fourth Semester
MTHT 418 - CUSTOMER RELATIONSHIP MANAGEMENT

Objectives:

- To equip with the CRM concepts and practices
- To acquire knowledge related to the application of skills required for managing customers.

UNIT I

Customer Relationship Management in Tourism – Customer Acquisition and Retention– Customer Loyalty - Customer Profitability and Value Modeling – CLC Vs. CLV - Customer Satisfaction Measurement - Customer Feedback and Service Recovery.

UNIT II

Managing and Sharing Customer Data - Customer Information Databases – Ethics and Legalities of Data Use – Data Warehousing and Data Mining – Data Analysis – Market Basket Analysis (MBA) – Click Stream Analysis - Personalization and Collaborative Filtering.

UNIT III

Marketing of Services – Tourism as a Service - Classification of Services – Building Service Aspirations - Consumer Behaviour in Service Encounters - Service Design and Development. Service Quality and CRM – Service Capacity – Process – Types and Causes of Service Quality Gaps – Measuring and Improving Service Quality

UNIT IV

Strategies to Resolve the Gaps-Emerging Technologies in CRM - eCRM – Benefits – Applications in Market - Sales Force Automation - Data Handling in eCRM - eCRM Project Implementation.

Suggested Readings:

- Andry Silmore (2001), Services Marketing & Management, Response Book, Sage Publications, Delhi.
- Christopher Lovelock & Jochen Wirtz (2004), Services Marketing, Pearson Education, Delhi.
- Devabalane.E(2019), Customer Relations Management, For new competitive landscape, Puducherry book society,2019
- Gilmore (2004), Services Marketing and Management, Response Books, New Delhi
- Iqbal S. Sachdeva (2009), Public Relations Principles and Practices, Oxford University Press, New Delhi.
- Jagdish Seethi, Etal (2000), Customer Relationship Management, John Wiley & Sons.
- Lovelock (2003), Services Marketing – People, Technology & Strategy, Pearson Edn, Singapore.
- Urvashi Makkar & H Kumar Makkar (2012), Customer Relationship Management, McGraw Hill, New Delhi
- Zeithmal, Parasuraman & Berry – Delivering Quality Service, The Free Press, New York.

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MTTM Syllabus (CBCS)
Fourth Semester
MTSC 419 - HUMAN RESOURCE MANAGEMENT

Objectives:

- To understand the concepts and functions of human resource management
- To study the techniques for effective procurement and utilization of human resources

UNIT – I

Introduction to Human Resource Management – Meaning & Definition–Scope of HRM –Functions of HRM– Personnel Management Vs. HRM - Strategic HRM-Evolution of HR practices in Indian Context

UNIT – II

HR Manager – Qualities, Roles and Functions, Hierarchy of HR Department – Case Study of Mid-Sized and Large Company–Human Resource Planning: Recruitment, Selection, Induction - Competency Standards - Hiring Trends in Tourism Industry - Gender Issues – Quality of Work Life (QWL) - Work-Life Balance – Stress Management

UNIT – III

Human Resource Development: Concept - HRD Tools: Job Analysis - Job Evaluation –Career Development - Training & Development – Evaluation of T&D Programs –Coaching and Mentoring – Performance Appraisal - Potential Appraisal - Promotion and Transfers - Personnel Empowerment

UNIT-IV

Employee Retention and Retention Techniques -Retirement and Separation –Employee Morale – Productivity –Change Management –Compensation: Concepts – Principles and Determinants of Compensation – Compensation Issues in Tourism Sector – Case Study on Employee Attrition in Travel Industry- Modern day HR Practices around the world .

Suggested Readings:

- Dessler (2001), A Framework for HR Management, Pearson Education India.
- Edmund Henry (2001), A Dictionary of HRM, Oxford University Press.
- Pramod Verma (2002), Personnel Management in Indian Organisations, Oxford & IBM Publishing Co. Ltd, New Delhi.
- Robert L. Mathis & John. H. Jackson (2005), HRM, South Western Pub.
- S.K. Chakravarthy (1987), Managerial Effectiveness and Quality and Work Life, TMH, New Delhi.
- Saiyadain S. Mirza (2003), HRM, TMH, New Delhi.
- Venkata Ratnam CS & Srivatsava BK (2003), Personnel Management and Human Resources, Tata McGraw-Hill, New Delhi.

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MTTM Syllabus (CBCS)
Fourth Semester
MTSC 420 - PROJECT REPORT AND VIVA-VOCE

Objectives:

- To gain practical knowledge and know-how of various tourism and related products
- To introduce the industry, the opportunities available, so as to enable them make a career in tourism

Every Student of MTTM should undertake a project during the Fourth Semester under the guidance of a Faculty Member of the Department. The students should contact their respective guides periodically and get necessary guidance in selecting a topic and its completion. At the end of the project period, every student shall submit a structured project report as approved by the Faculty Guide within the period specified by the Department. The Final Project Report and Viva-Voce Examination will be evaluated by one external examiner and one internal examiner (respective Faculty Guide).

Specification and Evaluation Methods:

- Projects must be related to a topic selected by the student and guide
- Proper style of footnotes and bibliography should be followed by the students.
- The project report shall be not less than 75 pages in 12 point font (1.5 spaced) Times New Roman.
- The project report should be submitted before the end of 4th semester examination.
- Valuation of the project shall be conducted by as per norms

EXAMINATION PATTERN FOR MTTM

Each Theory Paper will have 100 Marks

- Continuous Internal Assessment = 40 Marks
- End Semester Examination = 60 Marks

Continuous Internal Assessment for Theory Papers

An Internal assessment component of 40 marks shall be given as following.

- Attendance = 5 Marks
- 2 Tests out of 3 = 15 Marks
- Mid-Semester Examination = 15 Marks
- Seminar/ Assignment = 5 Marks

End Semester Theory Examination Question Paper Pattern:

- Section- A- 5 Questions out of 10. Two Marks Each. A Minimum of two Questions from Each Unit (5 x 2) = 10 Marks
- Section- B- 5 Questions of 4 Marks Each with Internal Choice. A Minimum of one Question from Each Unit.(5 x 4) = 20 Marks
- Section- C- 3 out of 5 Questions of 15 Marks Each. A Minimum of one Question from Each Unit. (3 x 15) = 45 Marks

MTSC 315 A- Internship and Viva-voce Evaluation Pattern

- Internship Report 30 Marks
- External Viva- Voce -20 Marks

MTSC 315 B- Destination Familiarization and Viva-voce Evaluation Pattern

- Destination Familiarization Report 30 Marks
- External Viva- Voce 20 Marks

MTSC 420 – Project Report and Viva-voce Evaluation Pattern

- Project Report 60 Marks
- External Viva- Voce 40 Marks