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Shree Damodar College of Commerce & Economics, Margao-Goa  
Post-Graduate Dept. of Commerce  
M.Com Part-II (BM), Semester-III, Semester End Examination, January 2022  
COO 348: Tourism and Travel Management (OA- 18A)

Duration: 3 hours

Total marks: 60

**Instructions:**

1. This paper consists of Nine Questions carrying **Equal** Marks.
2. Question No. 1 consists of **5 compulsory** Questions of **2 Marks Each**.
3. Answer **any 5** questions from Question **2, 3, 4, 5, 6, 7, 8, 9**.
4. **Each** question carries **10** marks. Figures to the **right** indicate full marks.

Q.1. Explain the following in about 50- 60 words each: (5 x 2 = 10)

a. Sustainable tourism

b. IPA

c. Marketing mix

d. Space tourism

e. Wellness tourism

Q.2.A. Differentiate between Tourism and Balance of Payment. (5)

B. Differentiate between Responsible and Irresponsible Tourism. (5)

Q.3.A. Tourism Industry has various social evils. Elaborate with relevant examples. (5)

B. Tourism is a diverse sector and can be of different types. Discuss. (5)

Q.4. Explain the concept of SERVQUAL, SERVPERF. (10)

Q.5. Discuss the various characteristics and components of the Supply of Tourism. (10)

Q.6. Tourist consider various factors while visiting any place. Elucidate with relevant example. (10)

Q.7. Explain how marketing management and marketing mix help in boosting tourism. (10)

Q.8. The emergence of medical, health and wellness tourism has become a trend in recent years. Explain in detail with relevant examples. (10)

Q.9. Read the passage and answer the questions that follow. (5 x 2 = 10)

### The Directors and the 'In'-directors: A Case Study in Corporate Governance

Over the previous few years, we have been hearing about 'issues in Corporate Governance (CG)' in the corporate circles and through the claims of various industry associations, such as the CII, ASSOCHAM, FICCI and a few others. The common man perceives CG as yet another jargon meant for publicity purposes as he is not able to locate even a distant indication of improvement in the marketplace resulting from such claims. For the common man things have gone from bad to worse in the products and service he uses. The big malls and multiplexes have taken away the personal contacts, credit terms, affordable prices, near-home locations that they were used to. Even for the educated class 'Corporate Governance' appears to be another exercise in vain like the ISO 9000 and BS 9000 certification norms. No one seems to bother about these norms in the rush of 'buy one get two free' labels, which degrade the quality and performance of the products. Popular brands like Bajaj, Tat, Brooke Bond, Colgate, etc. had never needed such false incentives for promoting their products and services in the past but the same cannot be said today about these brands and many others.

In the simplest terminology, CG refers to the commitment of an organization to carry out its normal and regular business in the appropriate, legal, ethical and transparent manner. But many use these guidelines to attract investors and customers by producing volumes of writeup in the company balance sheets, using the most glamorous words and styles of presentation towards compliance of CG norms. Today there are more case studies on business scandals than on sustainable success stories. As a sequel to the liberalization and globalization of Indian economy, all concerned were exposed to legal and ethical ways of conducting business internationally. The Company Law Board (CLB) and the Securities and Exchange Board of India (SEBI) provided guidelines in the form of definite sections of CLB and listing norms for evaluating and certifying a corporation's eligibility for carrying out business in India and abroad. Many companies followed these guidelines with more stringent CG norms to ensure compliance in their business practices. To ensure protection of the stakeholder's interest, further rules have been made in the CG compliance norms, the important one is the appointment of Independent Directors (IDs) on the boards of every

listed company to monitor and control the greedy and unethical interests of the promoters for short-term gains. The IDs are further held responsible for any oversight in the major business decisions made by the organization in which they are appointed.

The instance of extreme contradictions between the tall claims of CG compliance and the ground realities are obvious due to unearthing of such scams. If we take a single example of Satyam Computers an Indian company, had acquired global glory on account of its fair and highly ethical ways along with its major CSR activities. The questions that arise here are: What tempted Satyam to undertake the path of fraud and deceit despite its enviable record as a well-managed company? Could the compulsory requirements of the global capability index like credibility status, submission of documents to claim compliance to the global CG norms also work as compulsion to resort to such scandalous initiatives? Similarly, are the fraudulent deals and activities of Enron, the downfall of Lehman Brothers in the US and the Madoff Misadventures any less serious than the activities of drug mafias all over the world? One claims to be sane and trustworthy, whereas the other declares its business as unsavoury, but the net objectives is not much different, is it?

The world has been converted to one global village where everyone can communicate and commute to every nook and corner of the world. The effects of the phenomenal advances made in the science and technology and their adoptions in our day-to-day life appears to be making us overdependent on others for our essential and not-so-essential requirements resulting in the loss of self-confidence and ability to manage globalized complexity. But the mute question remains: How do we manage global business avenues? If the global craze and complexity leads to unethical behaviours and conducts in businesses, where do we pause and review, moderate and proceed? The major focus of the directors and the in-directors seem to be saddled between global opportunities and scandalous temptations for misdemeanour.

### QUESTIONS

- A. Point out the pitfalls in the current scope of Corporate Governance (CG) norms. Suggest improvements and modifications for the effective implementation of CG.
- B. With reference to the episodes in the case study, which are the major reasons for the collapse of ethical standards of business conduct across the world.