

PG-AS-348 MTTSS-11

**P.G. DEGREE EXAMINATION –
JULY, 2022.**

Tourism and Travel Studies

(From CY – 2020 onwards)

First Semester

BASIC CONCEPTS OF TOURISM

Time : 3 hours

Maximum marks : 70

PART A — (5 × 5 = 25 marks)

Answer any FIVE questions out of Eight questions in
300 words each.

All questions carry equal marks.

1. What are the characteristic features of tourism?
2. Differentiate 'traveller' and 'excursionist'.
3. Mention the concept of rural tourism.
4. Write the role of tour operators in the development of religious tourism in South India.

5. What is the role of NGOs in promoting environmental awareness?
6. Define the terms 'tourist' and 'visitor'.
7. Give the details of the development of farm tourism in Wales.
8. Briefly sketch about the types of tourists.

PART B — (3 × 15 = 45 marks)

Answer any THREE questions out of Five questions in 1000 words each.

All questions carry equal marks.

9. Trace the evolution and growth of tourism.
10. Define International tourist. Discuss the growth of international tourism in Tamil Nadu.
11. Discuss the nature, culture and identity of French rural tourism.
12. Evaluate the services of accommodations tourists in the hill stations of Tamil Nadu.
13. Analyse the importance of environmental Eco tourism planning for sustainable development.

PG-AS-349 **MTTSS-12**

**P.G. DEGREE EXAMINATION —
JULY, 2022.**

Tourism and Travel Studies

(From CY – 2020 Onwards)

First Semester

TICKETING AND FARE CONSTRUCTIONS

Time : 3 hours

Maximum marks : 70

PART A — (5 × 5 = 25 marks)

**Answer any FIVE questions out of Eight questions in
300 words each.**

All questions carry equal marks.

1. Briefly explain the five freedoms of air transport.
2. What are the rules one should know before booking of flight tickets?
3. Give an account of the facilities available at airports in India.
4. Sketch about the airline reservation system.

5. What is TIM? Write the benefits of TIM.
6. Point out the mission of flight services.
7. Make a note on ticket validity.
8. What is open jaw journey? Briefly explain its types and advantages.

PART B — (3 × 15 = 45 marks)

Answer any THREE questions out of Five questions in 1,000 words each.

All questions carry equal marks.

9. Explain the international air transport regulations.
10. Discuss the preparations to be done for domestic air travel in India.
11. Examine the benefits of IATA airline membership of a travel or Cargo agent.
12. Analyse the various types of tours.
13. Give an account of the importance of air travel formalities and documentation.

PG-AS-350

MTTSS-13

**P.G. DEGREE EXAMINATION –
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Tourism and Travel Studies

(From CY – 2020 onwards)

First Semester

FRONT OFFICE MANAGEMENT

Time : 3 Hours

Maximum Marks : 70

PART A — (5 × 5 = 25 Marks)

**Answer any FIVE questions out of Eight questions in
300 words.**

All questions carry equal marks

1. State the Front office operations?
2. What is Budgeting?
3. Point out the steps in the Rooming procedure.
4. What do you know about the Cashier's report.
5. Who is a Bell captain? What does he do?
6. Give a brief account of the Front Desk in a hotel.

7. What are the uses of a safety deposits?
8. Highlight the role of the area layout staff.

PART B — (3 × 15 = 45 Marks)

Answer any **THREE** questions out of Five questions in
1000 words.

All questions carry equal marks.

9. Elaborate on the Front office operations and the responsibilities vested in them.
10. Explain the importance of establishing room rates and advantages of room availability.
11. Give a detailed account of the types of registration.
12. Elucidate on the significance of Foreign exchange regulations.
13. Describe the importance of the information system and its main services.

PG-AS-351

MTTSS-14

**P.G. DEGREE EXAMINATION –
JULY 2022.**

Tourism and Travel Studies

(From CY – 2020 onwards)

First Semester

INTRODUCTION TO TRAVEL MANAGEMENT

Time : 3 Hours

Maximum Marks : 70

PART A — (5 × 5 = 25 Marks)

Answer any FIVE questions each in 300 words.

- 1. Define Tourism.**
- 2. What are the different types of tour operators?**
- 3. Explain the approaches of Tourism planning.**
- 4. Discuss the importance of Tourism Management.**
- 5. List out the major approaches to heritage preservation.**
- 6. What is the function of Travel trade?**

7. Analyze the advantages of Environmental planning.
8. Write a note on forest Act, 1980.

PART B — (3 × 15 = 45 Marks)

Answer any THREE questions each in 1000 words.

9. Describe the importance of Tourism Industry.
 10. Analyse the major sources of Income for tour operators.
 11. Differentiate the Tourism planning and Environmental planning.
 12. Narrate the main objectives of India's Tourism policies.
 13. Explain the benefits of conservation and preservation of our heritage.
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PG-AS-352 MTTSS-15

**P.G. DEGREE EXAMINATION —
JULY, 2022.**

Tourism and Travel Studies

(From CY – 2020 Onwards)

First Semester

COMMUNICATIONS AND PUBLIC RELATIONS

Time : 3 hours

Maximum marks : 70

PART A — (5 × 5 = 25 marks)

Answer any FIVE questions. Each in 300 words

1. Define communication.
2. Explain the nature of Hospitality communication.
3. What are the principles of effective communication?
4. Analyse the factors to be considered in selection of media.
5. Mention the qualification of Training of Guides.

6. Bring out three basic interview methods.
7. What are the different channels of communication?
8. Write a note on counselling.

PART B — (3 × 15 = 45 marks)

Answer any THREE questions. Each in 1000 words

9. Discuss the Role of communication to Tourism.
 10. Explain the principles of effective communication.
 11. Describe the significance of communication in the promotional process.
 12. Analyse the benefits of corporate communication.
 13. Narrate the qualities of good customer service.
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PG-AS-353

MTSS-21

**P.G. DEGREE EXAMINATION —
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Tourism and Travel Studies

(From CY – 2020 onwards)

Second Semester

TOURISM AND HUMAN RIGHTS

Time : 3 hours

Maximum marks : 70

PART A — (5 × 5 = 25 marks)

**Answer any FIVE questions out of Eight questions in
300 words each.**

All questions carry equal marks.

1. What is the nature of human rights in tourism?
2. Write the main aspects of Helsinki charter.
3. State the duties of the citizens in India.
4. What are the problems involved in drug trafficking?

5. What are fragile areas in tourism?
6. How does Amnesty International protect human rights?
7. List out the rights of displaced people.
8. Bring out the relationship between the human rights and tourism development.

PART B — (3 × 15 = 45 marks)

Answer any **THREE** questions out of Five questions in 1000 words each.

All questions carry equal marks.

9. Summarise the history and importance of the Bill of Rights of the USA.
10. Discuss the effectiveness of the European Convention on Human Rights.
11. Compare human rights, legal rights and fundamental rights of the Indian Constitution.
12. Explain the causes for trafficking in children.
13. Examine the role of tourism in the violation of community rights.

PG-AS-354 **MTTSS-22**

**P.G. DEGREE EXAMINATION —
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Tourism and Travel Studies

(From CY – 2020 onwards)

Second Semester

ECO TOURISM

Time : 3 hours

Maximum marks : 70

PART A — (5 × 5 = 25 marks)

**Answer any FIVE questions out of Eight questions in
300 words each.**

All questions carry equal marks.

- 1. What are the characteristics of Eco tourism?**
- 2. Why protected areas are important venues for Eco tourism related activities?**
- 3. What are the core indicators of Eco tourism destination?**

4. How far is the Eco tourism helps to improve the economy of the local people?
5. Bring out the role of tour guides in Eco tourism.
6. Write the principles and guidelines of Eco tourism.
7. List out the negative impacts of Eco tourism.
8. Make a note on the guidelines on Eco tourism planning.

PART B — (3 × 15 = 45 marks)

Answer any THREE questions out of Five questions in 1000 words each.

All questions carry equal marks.

9. Discuss the types of Eco tourism.
10. Analyse the importance of biodiversity for the promotion of Eco tourism.
11. Examine the economic impact of Eco tourism.
12. Evaluate the role of Tamilnadu State government in Eco tourism promotion.
13. Give an account of Eco tourism and Eco lodge accommodation.

PG-AS-355

MTTSS-23

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Second Semester

PERSONNEL MANAGEMENT

Time : 3 hours

Maximum marks : 70

PART A — (5 × 5 = 25 marks)

Answer any FIVE questions. Each in 300 words.

1. Define Personnel Management.
2. What do you understand by performance appraisal?
3. Give a short note on personnel office management.
4. Explain the practices of Modern Management.
5. Write a note on Job Enrichment.
6. What is the real meaning of retirement?

7. Discuss the problems of alcoholism.
8. Explain the process of recruitment.

PART B — (3 × 15 = 45 marks)

Answer any THREE questions. Each in 1000 words.

9. Discuss the Development of personnel Management in India.
10. Differentiate Recruitment and selection.
11. Explain the methods of filling system in office management.
12. Describe the importance of research and audit in personnel management.
13. Mention the causes of addiction to drugs.

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Second Semester

PROMOTION, PUBLICITY, AND MARKETING

Time: 3 hours

Maximum marks: 70

SECTION A — (5 × 5 = 25 marks)

**Answer any FIVE questions out of Eight questions in
300 words**

1. Define Tourism Marketing.
2. What do you understand by indoor and outdoor media?
3. Explain the importance of Photography.
4. What is Exhibition?
5. Write a note on Accommodation.
6. Discuss the main economic activities in the world.

7. Explain the benefits of posters in Tourism.
8. Write a note on Hotel Industry.

SECTION B — (3 × 15 = 45 marks)

Answer any **THREE** questions out of Five questions in
1000 words.

9. Explain the importance of Tourism in Modern Times.
10. Describe the role and importance of Tourist Promotion.
11. Mention the significance of Advertising in Tourism.
12. Narrate the procedures of Organizing an exhibition
13. Explain the classification of Hotels.
