



TAMIL NADU OPEN UNIVERSITY

Chennai - 15

School of History and Tourism Studies

SPOT ASSIGNMENT

**COURSE - B.A., Tourism and Travel
Studies - Third Year**

COURSE CODE

YEAR

International Tourism

TTS-5

AY 2017-2018

Time: 1 Hour

Total Marks: 25

Write all the questions:

1. Describe the regional development of tourism in India.
2. Discuss the function of ICAO.
3. Explain the issues of International Understanding.
4. Examine the influence of cultural exchange in tourism
5. Explain the various issues of displacement of people.



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Hospitality Management

TTS-6

AY 2017-2018

Time: 1 Hour

Total Marks: 25

Write all the questions:

1. Write briefly about :
 - (a) Telephone handling
 - (b) Restaurant
 - (c) Federation of Hotel and Restaurants Associations of India.
2. Describe the types of National and International food.
3. Explain the Personnel Front Office System.
4. Explain the different types of Menus.
5. Give a detailed account of the components of the hospitality industry.



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**Marketing Management and Tour
Operations**

TTS-7

AY 2017-2018

Time: 1 Hour

Total Marks: 25

Write all the questions:

1. Give a detailed account of the importance of buying and selling.
2. Explain the mass media techniques.
3. Bring out the various responsibilities of tour operations.
4. Describe the various travel conventions
5. How does pricing impact on the buyer's behaviour?



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Places of Tourism Interest

TTS-8

AY 2017-2018

Time: 1 Hour

Total Marks: 25

Write all the questions:

1. Explain the architecture of the Temples of Kancheepuram and Chidambaram.
2. Give a detailed account of Cave architecture in India.
3. How do Chennai and Kolkata promote Games and Sports activities?
4. Bring out the importance of the various theme parks in South India and how they serve as attractions.
5. Write briefly about :
 - (a) Goa
 - (b) Golkonda Fort
 - (c) Brahmotsavam.