

**UG – 103**

**TTS-5**

**B.A. DEGREE EXAMINATION — JUNE 2019.**

**Third Year**

**Tourism and Travel Studies**

**INTERNATIONAL TOURISM**

**Time : 3 hours**

**Maximum marks : 75**

**PART A — (3 × 5 = 15 marks)**

**Answer any THREE questions.**

**All questions carry equal marks.**

1. List out the reasons for travel.
2. Write the objectives of WTO.
3. Sketch the changing trends in international tourism.
4. What are the provisions of Manila Declaration?
5. What is Balance of Payment?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

6. Trace the growth of travel.
7. Discuss the contribution of IATA to tourism development.
8. Explain the current issues which are involved in international tourism.
9. Examine women trafficking in the tourism industry.
10. How tourism helps for regional development?
11. Bring out the functions of PATA.
12. Explain the impact of tourism on biodiversity.

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**UG-104**

**TTS-6**

**B.A. DEGREE EXAMINATION —  
JUNE, 2019.**

**Third Year**

**Tourism and Travel Studies**

**HOSPITALITY MANAGEMENT**

**Time : 3 hours**

**Maximum marks : 75**

**PART A — (3 × 5 = 15 marks)**

**Answer any THREE questions.**

**All questions carry equal marks.**

1. Write the essentials of hospitality industry.
2. What are the types of rooms?
3. State the types of restaurants.
4. Explain fast food with some examples.
5. What are the responsibilities of front office personnel?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

6. Explain the nature and scope of hospitality industry.
7. Discuss the advantages of computerisation in hotel management.
8. What is 'menu'? Examine the types of menu.
9. Evaluate the characteristic features of the conventional and non-conventional hotels.
10. Examine the role of federation of hotel and restaurants associations of India in Indian tourism.
11. Write an essay on the speciality of North Indian vegetarian foods.
12. Analyse the merits and demerits of online reservation of hotel rooms.

**UG-105**

**TTS-7**

**B.A. DEGREE EXAMINATION  
JUNE 2019.**

**Third Year**

**Tourism and Travel Studies**

**MARKETING MANAGEMENT AND TOUR  
OPERATIONS**

**Time : 3 hours**

**Maximum marks : 75**

**SECTION A — (3 × 5 = 15 marks)**

**Answer any THREE questions.**

**All questions carry equal marks.**

1. Define 'Marketing'.
2. What is pricing?
3. Who is a travel agent?
4. What is 'Ticketing'?
5. Write the regulations of travel.

SECTION B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

6. Explain the functional importance of marketing.
7. Give an account of sales promotion.
8. Discuss the responsibilities and functions of a travel agent.
9. Give an account of the role of tour operators in tourism marketing.
10. Explain the provisions of the Warsaw convention.
11. Narrate the significance of branding and packaging.
12. Bring out the advantages of computer reservation system in tour operations.

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**UG – 106**

**TTS-8**

**B.A. DEGREE EXAMINATION – JUNE 2019.**

**Third Year**

**Tourism and Travel Studies**

**PLACES OF TOURISM INTEREST**

**Time : 3 hours**

**Maximum marks : 75**

**PART A — (3 × 5 = 15 marks)**

**Answer any THREE questions.**

**All questions carry equal marks**

1. Write the religious importance of kancheepuram.
2. Bring out the historical significance of Taj Mahal.
3. Briefly sketch about the fort st.George.
4. Write a short note on the Black Thunder.
5. Make a note on the Kumbamela.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks

6. Discuss the religious importance of Rameshwaran.
7. Explain the historical importance of salar Jung Museum.
8. Give an account of the Ajanta and Ellora caves.
9. Give a detailed account of health facilities available in Kerala.
10. Examine the flower festivals of Tamilnadu.
11. Bring out the importance of Brahmotsavam of Tirupathi in tourism promotion.
12. Explain exhibition and trade fairs of Chennai.