

PG-496

MTTS-11

**M.A. DEGREE EXAMINATION —
DECEMBER 2019.**

First Year

Tourism and Travel Studies

BASIC CONCEPTS OF TOURISM

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions

1. What is the meaning of Tourism?
2. Describe the term 'Tourist'.
3. What are the features of Sargeant committee.
4. Write a short note on Tourist Package.
5. What is Eco – Tourism?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions

6. What are the factors responsible for the growth and development of Tourism?
7. Explain in detail about the types of Tourism.

8. Describe about National Tour Itinerary.
 9. Explain in detail about the types of Tourism.
 10. Describe the role of citizen in protecting the Environment.
 11. Explain the steps taken by the government to develop Eco Tourism.
 12. Describe the role of air Transport in promoting Tourism.
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First Year

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TICKETING AND FARE CONSTRUCTIONS

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions

1. Define airline policies.
2. Write a note on Airfare.
3. Explain Airport Services.
4. What is tour booking?
5. Define Travel Formalities.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions

6. Explain in detail about airline policies.
7. Write on essay on Ticket and Traffic related document.

8. Write a detail about the responsibilities and constrains of air lines.
 9. What are the techniques involved in tour booking?
 10. Explain in detail about the types of Passport.
 11. Write an essay on the types of tour.
 12. Mention the documents needed for air travel.
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MTTS-13

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First Year

Tourism and Travel Studies

FRONT OFFICE MANAGEMENT

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

1. Define Front Office communication.
2. What is evaluating?
3. Define operating modes.
4. Write a short note on cashing credit.
5. What is Bell captain?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. Write an essay on front office communications.
7. Explain in detail about budgeting and evaluating.
8. Describe the function of operating modes.
9. Write an essay on settling guest accounts.
10. Describe in detail about information system.
11. Explain the procedures in credit and debit card handling.
12. Explain the advantages in group reservation.

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MTTS-14

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First Year

Tourism and Travel Studies

INTRODUCTION TO TRAVEL AND MANAGEMENT

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

1. Define Tourism.
2. What is package tour?
3. Write a short note on Tourism Planning.
4. What is Tourism Management?
5. Define ASI.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. Write an essay on tourism as an industry.
7. Describe the functions of tour operator.

8. Analyse the concepts and approaches of Tourism Planning.
 9. Write in detail about India's Tourism policies.
 10. Write in detail about Ancient monuments preservation Act.
 11. Bring out the provisions of forest conservation Act of 1980.
 12. Describe the importance of Tourism planning for sustainable development.
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MTTS-15

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First Year

Tourism and Travel Studies

COMMUNICATIONS AND PUBLIC RELATIONS

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions

1. What is the meaning of communication ?
2. Define Advertising.
3. Write a note on identify target audience.
4. Define counseling.
5. Explain customer relation skills.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

6. Trace out the importance of channels of communication.
 7. Write in detail about the components of communication product.
 8. Describe the importance of getting feed back.
 9. Bring out the significance of product publicity.
 10. Explain in detail about product knowledge.
 11. Explain the factors that influence promotional policy.
 12. What is sales promotion? Bring out the various sales promotion methods?
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