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TTS-5

**B.A. DEGREE EXAMINATION —
JUNE, 2018.**

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. Explain about the Grand Tour.
2. Describe the emergence of seaside resorts.
3. Explain the Balance of payment.
4. What are the activities of UFTAA?
5. Explain the crimes related to tourism.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

6. Describe the regional development of tourism in India.
7. Discuss the function of ICAO.
8. Explain the issues of International Understanding.
9. Examine the influence of cultural exchange in tourism.
10. Describe the economic impact on tourism.
11. Explain the various issues of displacement of people.
12. Explain the evolution of travel and tourism.

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HOSPITALITY MANAGEMENT

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

**Answer any THREE questions not exceeding
1 page each.**

1. Write a short note on Non — Conventional Hotel.
2. What is House Keeping?
3. Explain Etiquette.
4. What is South Indian Thali Meals?
5. What do you know about Guest Relations?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions not exceeding 5 pages each.

6. Give a detailed account of the components of the hospitality industry.
7. Describe the various types of rooms.
8. Explain the different types of Menus.
9. Describe the types of National and International food.
10. Explain the Personnel Front Office System.
11. Describe the various equipments used by the Food and Beverage service department.
12. Write briefly about :
 - (a) Telephone handling
 - (b) Restaurant
 - (c) Federation of Hotel and Restaurants Associations of India.

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Tourism and Travel Studies

**MARKETING MANAGEMENT AND TOUR
OPERATIONS**

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

**Answer any THREE questions not exceeding
1 page each.**

1. What is the importance of transportation?
2. Explain the Buyer Behaviour.
3. What is an Itinerary?
4. What is Computer Reservation system?
5. Explain WTM.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions not exceeding
5 pages each.

6. Give a detailed account of the importance of buying and selling.
 7. How does pricing impact on the buyer's behaviour?
 8. Describe the organization of the travel agency.
 9. Explain the mass media techniques.
 10. Describe the various travel conventions.
 11. Bring out the various responsibilities of tour operations.
 12. Write briefly about :
 - (a) Packaging
 - (b) Standard Procedures
 - (c) EIBTM.
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**B.A. DEGREE EXAMINATION —
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Tourism and Travel Studies

PLACES OF TOURISM INTEREST

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any **THREE** questions not exceeding
1 page each.

1. What is the importance of Rameshwaram?
2. What do you know about the Prince of Wales Museum?
3. State the significance of Ellora.
4. Explain Theme Parks.
5. What is Dussera?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions not exceeding
5 pages each.

6. Explain the architecture of the Temples of Kancheepuram and Chidambaram.
7. Describe the beauty of the Taj Mahal and highlight on Mughal Architecture.
8. Give a detailed account of Cave architecture in India.
9. Bring out the importance of the various theme parks in South India and how they serve as attractions.
10. How do Chennai and Kolkata promote Games and Sports activities?
11. Describe the significant festivals in India with special reference to South India.
12. Write briefly about :
 - (a) Goa
 - (b) Golkonda Fort
 - (c) Brahmotsavam.