

UG-200

TTS-5

**B.A. DEGREE EXAMINATION –
DECEMBER, 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. What do you mean by paid holidays.
2. Explain the categories of travel motivators.
3. What is carrying capacity?
4. What is tourism income multiplier?
5. Describe the Manila Declaration on World Tourism.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

6. Discuss the economic benefits of tourism in India.
7. Bring out the objectives and services of IATA.
8. Explain the impact of environment on Tourism.
9. Analyse about the current issues in international tourism.
10. Describe the socio-cultural impacts on tourism.
11. Examine the various issues related to pollutions.
12. Bring out the activities of WTO.

UG-201

TTS-6

**B.A. DEGREE EXAMINATION –
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Tourism and Travel Studies

HOSPITALITY MANAGEMENT

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

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

1. Definition of Hospitality
2. What is a Traveller's Cheque?
3. What is a Menu?
4. What are Fast foods?
5. What is a Front Desk?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions not exceeding
5 pages each.

6. Describe the essentials of the Hospitality industry.
7. Examine the various room plans.
8. Give a detailed account of the types and layouts of restaurants.
9. Explain the difference between North Indian and South Indian food.
10. Trace the duties and responsibilities of the Front Office.
11. Distinguish between Conventional and Non-conventional Hotels.
12. Write briefly about:
 - (a) ITC Hotels
 - (b) Night Audit
 - (c) Front office Security.

UG-202

TTS-7

**B.A. DEGREE EXAMINATION –
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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. Define Marketing.
2. What is pricing?
3. Who is a Travel Agent?
4. What is Teletex?
5. Explain TTW.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions not exceeding 5 pages each.

6. Describe the functional importance of Marketing.
7. Give a detailed account of Market Segmentation.
8. Examine the function of a Travel Agency.
9. Describe tour operations.
10. Explain the various Travel legislations.
11. Bring out the importance of Branding and Packaging.
12. Write briefly about:
 - (a) Warehousing
 - (b) Sales Promotion
 - (c) Ticketing

UG-203

TTS-8

**B.A. DEGREE EXAMINATION –
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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 not exceeding 1 page
each.**

1. What do you know about Kancheepuram?
2. What do you know about Salar Jung Museum?
3. Write a note on the Agra Fort.
4. What are Trade Fairs?
5. Explain the importance Onam.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions not exceeding 5 pages
each.

6. Give a detailed account of a few significant Places of worship.
7. How do Museums serve as historical monuments? Name a few museums and explain their importance.
8. List down a few forts of North India and state their prominence.
9. Bring out the importance of the Forts in South India.
10. Explain the Health facilities available in Kerala, Jaipur and Andhra Pradesh.
11. Name a few festivals of India and explain them.
12. Write briefly about:
 - (a) Taj Mahal.
 - (b) Sitthanavasal.
 - (c) Kumbhamela.