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MTTS-11

**M.A. DEGREE EXAMINATION –
DECEMBER, 2018.**

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.

All questions carry equal marks.

1. Itinerary.
2. Jha Committee.
3. Health Tourism.
4. Tourist and Visitor.
5. Inbound Tourism.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

6. Write about the Environmental Protection Act.
 7. Discuss the basic Components of Tourism.
 8. Explain the significance of Pilgrimage Tourism.
 9. How to prepare an itinerary for Special Interest Tour.
 10. Write about the Tour operator's relationship with principal suppliers.
 11. Describe the NGOs views on Code of Ethics.
 12. Explain about the responsibilities of Tour Operators.
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**M.A. DEGREE EXAMINATION –
DECEMBER, 2018.**

First Year

Tourism and Travel Studies

TICKETING AND FARE CONSTRUCTIONS

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

All questions carry equal marks.

1. Scheduled Air Services.
2. Chicago Convention 1944.
3. Cabin Compartment.
4. Formalities in the Airport.
5. Airline Club member.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

6. Briefly explain about the security checks at the Airport.
7. Explain about the passengers with medical Problems.
8. Describe the free baggage allowance.
9. Write about the usage of the Air Tariff.
10. Define BSP and explain its operations.
11. Explain the procedures for booking a tour.
12. Write the journeys in different classes of service.

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FRONT OFFICE MANAGEMENT

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

All questions carry equal marks.

1. Account posting Machine.
2. The Reservation Record.
3. Cancellation Number.
4. Process of Registration.
5. Transactions record.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

6. How are the transactions recorded in an account?
 7. Explain about the Telecommunications equipment.
 8. Identify the functions of common front office forms and equipment.
 9. Describe the process for taking Group Reservations.
 10. Discuss the function of Registration Record and Registration Cards.
 11. Explain the features of Hotel Property Management System.
 12. Identify the tool managers use to track and control Reservations availability.
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MTTS-14

**MASTER OF TOURISM AND TRAVEL
STUDIES DEGREE EXAMINATION –
DECEMBER, 2018.**

First Year

**INTRODUCTION TO TRAVEL AND
MANAGEMENT**

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any **THREE** questions.

All questions carry equal marks.

1. Write a short note on Royal Orient Train.
2. Explain the growing potential of tourism.
3. Explain the development of tourism in rural areas.
4. Discuss about the National Tourism Policy.
5. Where to get the sources of Income for tour operators.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

6. Write about the Ancient Monuments Preservation Act – 1904.
7. Explain about the scheme of Urban Tourism.
8. Examine the environmental impact assessment.
9. Discuss the advantages of participating in Travel and Trade Fair.
10. Describe the tour Itinerary preparation with suitable example.
11. Explain the Archeological sites in Tamil Nadu.
12. Examine the role of UN conference in developing tourism planning.

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MTTS-15

**M.A. DEGREE EXAMINATION –
DECEMBER, 2018.**

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.

All questions carry equal marks.

1. News Letters.
2. Brochure.
3. Mention the types of Communication.
4. What is the responsibility of Public Relation Officer in the Hotel?
5. How to choose the Advertising Agency?

PART B — (4 × 15 = 60 marks)

Answer any FOUR Questions.

All questions carry equal Marks.

6. Explain the Sales Support Techniques in the communication.
 7. Describe the various types of communication Channels.
 8. Discuss about the need for Publicity planning in the tourism industry.
 9. Explain the role of ICT in Front Office Applications of Hotel.
 10. Describe the role advertising in promotion of tourism products.
 11. Write about the Sales Support Techniques in the Tour operators business.
 12. Write an essay on the role Public Relations Agency in the field of tourism.
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