

**PG-164**

**MTTS-11**

**M.A. DEGREE EXAMINATION –  
JUNE, 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. What is the concept of travel and tourism?
2. Define Medical Tourism.
3. What are the tourism products?
4. Who is the Excursionist?
5. Sustainable Tourism — define.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

6. Write about the different types of tourism.
7. Describe the emerging concepts of Agri Tourism in Great Britain.
8. Write an essay on the difference between Whole sale Travel Agencies and Tour operators.
9. Write about the historical evolution of Tourism.
10. Write about the role and contribution of travel companies in the growth of tourism.
11. How to develop inbound and outbound Itineraries.
12. Explain the participation of community in conserving Eco Tourism destinations.

**PG-165**

**MTTS-12**

**M.A. DEGREE EXAMINATION —  
JUNE 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. What are the aims and objectives of ICAO?
2. Write a note on International sale Indicators.
3. What are the Special Fares?
4. Who are the special passengers?
5. “Maximum Permitted Mileage”. – Define.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

6. Write about the facilities of Special passengers.
7. Briefly explain about the security checks at the airport.
8. Explain about the Dangerous goods.
9. Explain briefly about the standard reservation procedure.
10. Define Visa and explain the types of Visa.
11. Write about the significance of Travel Insurance for international travel.
12. Explain how and why Tours are produced.

---

**PG-166**

**MTTS-13**

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

**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.

All questions carry equal marks.

1. What are the different methods of payment in the Hotels?
2. Give brief account on Information Rack.
3. What is point of sale in the hotels?
4. How to identify the complaints in the hotels?
5. How to assign the Room rates?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

6. Explain the different types of Reservations in the Star Hotels.
7. How does proper cancellation of a reservation benefit the Tourist?
8. Describe the Role of Information and technology in security function in Hotels.
9. Discuss the responsibilities of Front Office Management.
10. Write an essay about the uses of computers in the Hotels.
11. Describe the Accounting System in the Small Hotels.
12. How is Record Keeping Systems evolved over the years by Front Office?

---

**PG-167**

**MTTS-14**

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

**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.**

**All questions carry equal marks.**

1. Palace on Wheel.
2. Balance of Payment.
3. Shore Temple at Mahabalipuram.
4. Territorial Planning.
5. Responsible Tourism.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

6. Describe the role of travel industry in Tourism.
  7. Write about the functions of Tour Operators.
  8. How to conserve the Heritage Sites in the tourist destination?
  9. Identify the components of a standard package Tour.
  10. Describe the role of Archaeological Survey of India in preserving the Monuments.
  11. Write an essay on the advantages of participating in the Travel Trade Fair.
  12. Describe the Ancient Monuments Preservation Act 1904.
-

**PG-168**

**MTTS-15**

**M.A. DEGREE EXAMINATION –  
JUNE 2018.**

**First Year**

**Tourism and Travel Studies**

**COMMUNICATION 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. Methods used for marketing the organisations.**
- 2. Product Publicity.**
- 3. Tour Guide.**
- 4. Telemarketing.**
- 5. Direct Mailing.**

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

6. Explain the qualities of Tour Guide.
7. Describe the Role of Communication in the promotion of Hospitality Industry.
8. Mention the importance of the Evolution of Advertising.
9. Explain the Public Relation techniques in Tourism industry.
10. Write about the importance of Sales promotions in the Tourism industry.
11. Describe the major determinants of the promotion Mix.
12. How to market the Tourist destination with the help of marketing tools?