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MTTS-21

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

Second Year

Tourism and Travel Studies

TOURISM AND HUMAN RIGHTS

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions in about 300 words each.

All questions carry equal marks.

1. Explain Magna Carta.
2. Briefly explain about European Convention of Human Rights.
3. What are the Fundamental Duties of a citizen?
4. Write short note on Drug Trafficking.
5. Give an account on Fragile Ecosystem.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

6. Describe the evolution of Human Rights in the west.
 7. Examine the features of Bill of Rights.
 8. Discuss the importance of Mexico Declaration.
 9. Highlight the salient features of World Conference 1992.
 10. Explain in detail about the aims and functions of Amnesty international.
 11. Analyze some of the Human Rights and Tourism related issues.
 12. Discuss about the community rights violation in India.
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**M.A. DEGREE EXAMINATION —
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Second Year

Tourism and Travel Studies

ECOTOURISM

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions in about 300 words each.

All questions carry equal marks.

1. Mention the principles of ecotourism.
2. Give a note on Indigenous territory.
3. What are the developing indicators for a destination?
4. Write short note on ecotourism policy.
5. Give an account on Tour Operation.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

6. Examine the global growth and magnitude of ecotourism.
7. Describe the types of ecotourism.
8. Write an essay on protected areas.
9. Point out in detail about the economic impact of ecotourism.
10. Discuss the impact of ecotourism on local communities.
11. Explain some of the ecotourism related organisations.
12. Examine the importance and role of Tour Guides.

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Tourism and Travel Studies

PERSONNEL MANAGEMENT

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

**Answer any THREE questions in about
300 words each.**

All questions carry equal marks.

- 1. Explain the scope and importance of personnel management.**
- 2. Give an account on the types of training.**
- 3. Explain personnel service.**
- 4. What are the objectives of Personnel Audit?**
- 5. How for drug addiction create problem in an organization?**

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

6. Highlight the impact of East and West in the development of personnel management in India.
7. Indicate the various selection procedures in an organization.
8. Discuss the methods of performance appraisal.
9. How is personnel records are important for an organization?
10. Assess the various techniques of personnel research.
11. Suggest some ways for reducing the labour turnover in an organization.
12. What is absenteeism? Explain some ways to control absenteeism.

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MTTS-24

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

Second Year

Tourism and Travel Studies

**TOURISM : PROMOTION, PUBLICITY AND
MARKETING**

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions in about 300 words each.

All questions carry equal marks.

- 1. What are the formalities required for International tourism?**
- 2. Explain Advertising.**
- 3. What is photography?**
- 4. Explain People to People Programme.**
- 5. What is a Floating Hotel?**

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

6. Discuss the impact of tourism on International economic activity.
 7. Write an essay on the importance of Indoor and outdoor media.
 8. Examine the importance of photography in tourism industry.
 9. How will you organize an exhibition?
 10. Trace the role of accommodation in tourism industry.
 11. Describe the various types of supplementary accommodation.
 12. Give a detailed account on paying guest system.
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