

UG-103

TTS-5

**B.A. DEGREE EXAMINATION –
DECEMBER 2019.**

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 are the documents you need for international travel?
2. What are the functions of WTO?
3. How does cost factor affect travel duration?
4. Write about drug trafficking in tourism.
5. What are the economic benefits of tourism?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

6. Explain the role of travel agents in international tourism.
7. Examine the objectives and achievements of ICAO.
8. Discuss the changing scenario in international tourism.
9. Describe the safety measures undertaken for the tourists by the industry.
10. Discuss the impact of manila declaration.
11. Estimate the human rights and tourism related issues.
12. Analyse the socio-cultural impact of the international tourism.

UG-104

TTS-6

**B.A. DEGREE EXAMINATION –
DECEMBER 2019.**

Third Year

Tourism and Travel Studies

HOSPITALITY 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 components of hospitality industry?
2. What is house keeping?
3. Briefly sketch about food and beverage equipments.
4. What are international fast foods?
5. Write the importance of front office security.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

6. Discuss the major hotel chains of India.
 7. Give an account of the commission and brokerage in booking hotel rooms.
 8. Examine the various types of rooms.
 9. Explain the speciality of the South Indian Vegetarian foods.
 10. Evaluate the features of various types of hotels.
 11. Write an essay on the house keeping training for effective hotel management.
 12. Give the importance of communication in front office management.
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UG-105

TTS-7

**B.A. DEGREE EXAMINATION –
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Third Year

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.

All questions carry equal marks.

1. Write the definition of Marketing.
2. What is sales promotion?
3. Explain the types of Travel Agency.
4. Write a note on Air Tickets.
5. Discuss about bilateral agreement.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

6. Write an essay on functional importance of marketing.
7. Describe the various techniques of sales promotion.
8. Explain about organisation and functions of Travel Agency.
9. Give detail about Mass Media Techniques.
10. Mention salient features of WTM and TTW.
11. Write a note on Buyer Behaviour and Market Segmentation.
12. Describe about Tour Operation.

UG-106

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.

All questions carry equal marks.

1. Write a note on Sun Temple of Konark.
2. Explain Salar Jung Museum.
3. Enumerate the paintings of Sithannavasal.
4. Discuss about Exhibition and Trade Fairs.
5. Mention the significance of Brahmotsavam.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

6. Write an essay on places of worship at Kancheepuram and Rameswaram.
7. Describe about National Museum.
8. Explain the important Forts which promote tourism.
9. Highlight popular Entertainment and Theme Parks.
10. Bring out the famous festivals of India.
11. Write a note on Taj Mahal.
12. Describe about flower Festival at Ooty and Kodaikanal.