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MTTS -11

M.A. DEGREE EXAMINATION – JUNE 2019.

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. Define Tourism.
2. Write about the importance of Health Tourism.
3. Give an account on the important Tourist centres in England
4. Write a short note a package Tour.
5. What is meant by Tourism product.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks

6. Explain the historical development of tourism from the ancient period.
7. Trace out the different forms of Tourism.
8. Examine the tourist attraction centres in France.
9. Describe the role of Transport in promoting Tourism.
10. Give in detail about the preparation of a International Tour Itinery.
11. Write the differences between national and International Tour.
12. Describe the steps taken by the government in developing Eco Tourism.

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M.A. DEGREE EXAMINATION – JUNE 2019.

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 is meant by In-flight service?
2. Make a note on air fares.
3. What is Tour Order?
4. What is Billing and settlement plan?
5. Give an account on passport.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

6. Describe baggage and baggage allowances in air transport.
7. Explain different classes in air journey.

8. Describe international air transport regulations.
 9. Mention the documents needed for air travel.
 10. Explain about tour booking and the techniques in tour booking.
 11. Write an essay on the types of Tours.
 12. Trace out the importance of visa and describe its various types.
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MTTS-13

**M.A. DEGREE EXAMINATION –
JUNE, 2019.**

First Year

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. Write a short note on Front Desk.
2. Mention the duties of Guest relations officer.
3. What are the various types of Registration.
4. Write about the various mode of payment in hotels.
5. Write the importance of safety lockers in hotels.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

6. Describe the responsibilities of front office system.
 7. Evaluate the role of House keeping department.
 8. Describe the Management functions of front office.
 9. Explain the advantages in Group reservations.
 10. Write in detail about the procedures in Credit and Debit card handling.
 11. Trace out the benefits of foreign exchange in accounting.
 12. Evaluate the importance of communication in hotels.
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**M.A. DEGREE EXAMINATION
JUNE 2019.**

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. Define the term Travel Trade.
2. What are the aims to conduct travel fairs and Exhibition.
3. What are the concepts in Tourism Planning.
4. Write a short note on the Ancient Monuments preservation Act.
5. Name some heritage sites in Tamil nadu.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

6. "Tourism is called as an Industry"-Explain.
7. Write an essay on Tour Packages.
8. Explain the origin and concept in Tourism Planning.
9. Describe the importance of Tourism Planning for its sustainable Development.
10. Explain Tourism policy of India.
11. Trace out the importance of heritage sites in India.
12. Bringout the provisions of forest conservation Act of 1980.

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**M.A. DEGREE EXAMINATION –
JUNE, 2019.**

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. Define Communication.
2. Write the role of communication system in hotels.
3. What are the principles of Effective Communication.
4. Bringout the barriers in communication.
5. What is meant by Trade promoting tools.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks

6. Describe the various theories of Communication.
7. Explain the role of communication in promoting Travel and Tourism.
8. Bringout the various channels of communication.
9. Describe the various modes of advertising in Tourism.
10. Explain the types of Tele-marketing and bring out the importance of Tele-marketing.
11. How public relations are helpful in product promotion.
12. Analyse the skills of a Tourist guide.
