

PG-501

MTTS-21

**M.A. DEGREE EXAMINATION —
DECEMBER, 2019.**

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. What is Bill of Rights?
2. What do you know about the World Conference of 1992?
3. Explain Human Rights.
4. What is Prostitution?
5. Explain Beach eco system.

PART B — (4 × 15 = 60 marks)

Answer any **FOUR** questions.

All questions carry equal marks.

6. Elaborate on evolution of the concept of the human rights.

7. Estimate on the Mexican Declaration.
 8. Give a detailed account of Human rights and fundamental rights.
 9. Write an essay on tourism and public safety.
 10. Elaborate on the Marine Coastal Regulation Zone.
 11. Point out the various issues of women and children trafficking and explain them.
 12. Explain the various rules and laws involved in the protection of the environment due to the impact of tourism.
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MTTS-22

**M.A. DEGREE EXAMINATION —
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Second Year

Tourism and Travel Studies

ECO TOURISM

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. Write down two principles of eco-tourism.
2. What are Public protected areas?
3. What is trampling?
4. What is International tourism society?
5. Define a motel.

PART B — (4 × 15 = 60 marks)

Answer any **FOUR** questions.

All questions carry equal marks.

6. Elaborate on the Global growth of Eco tourism.
7. Estimate on the Eco tourist venues.
8. State the economic impact of tourism.

9. What is the role of eco-tourism in the Inter Sectorial Context?
 10. Explain the functions of a tour operator.
 11. Give a detailed account of the types of Eco tourism.
 12. Elaborate on the environmental impact of tourism.
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MTTS-24

**M.A. DEGREE EXAMINATION —
DECEMBER, 2019.**

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 of the following
in about 300 words.**

All questions carry equal marks

- 1. Sketch an account on International Tourism.**
- 2. What is Outdoor Media?**
- 3. Give an account on the role of Poster in Tourism promotion.**

4. Explain the concept of Paying Guest.
5. Write a note on Heritage Hotel.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks

6. Explain the significance of Tourism in the economic development
7. "Tourism is an invisible Export"- Explain.
8. Discuss the role of Advertising and Publicity in Tourism industry.
9. Examine the role of Photography in the Tourism Market
10. Explain the various procedures to be followed in organizing an exhibition
11. Describe the various modes of Supplementary Accommodation.
12. Write an essay on the classification of Hotels.

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MTTS-23

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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.

All questions carry equal marks.

1. What is mean by personnel management?
2. Write a note on:
 - (a) personnel research
 - (B) personnel audit
3. Bring out the negative impacts of 'drug addiction'.
4. Write a note on retirement.
5. Discus the importance of 'Time Office'.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

6. Discuss the impact of East and West in the development of personnel management in India.
 7. Analyse the development of personal management in India
 8. Describe the functions of the personnel department in the selection, policy procedure, and training of personnel
 9. Given an account on basic elements of Personnel Research.
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6. Write an essay on the 'Transactional Analysis'
 7. Analysis the 'personnel problems' and describe in detail.
 8. State some measures for job enrichment.