

S.No. 1939

12UHM15

(For the candidates admitted from 2012 – 2013 onwards)

B.Sc. DEGREE EXAMINATION, NOVEMBER 2017.

Sixth Semester

Hotel Management and Catering Science

TRAVEL AND TOURISM MANAGEMENT

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer ALL questions.

1. What is Tourism?
2. Write any two types of tourism.
3. Define Tourism Marketing.
4. What are Tourism Products? Give examples.
5. Name any two travel agencies in India.
6. Expand IATA.
7. Expand TAAI.

8. Name any two private airlines operating in India.
9. Name any four Hill Resorts of India.
10. List out any four classical Dances of India.

PART B — (5 × 5 = 25 marks)

Answer ALL questions choosing either (a) or (b).

11. (a) Write in detail about the motivations of tourism.

Or

- (b) What are the various forms of tourism?

12. (a) What are the differences between sales and marketing?

Or

- (b) What are the characteristics of tourism product?

13. (a) Differentiate between Travel Agencies and Tour operator.

Or

- (b) What are the functions of a Travel Agency?

14. (a) What is ICAO? What are its functions?

Or

- (b) Bring out the role of airlines in tourism.

15. (a) Write about the festivals of Tamilnadu and their usefulness as a Tourism product in India.

Or

- (b) Write how the seasons of India are useful for Tourism?

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Explain briefly about the role of Government in tourism planning.
17. What is Market Segmentation? Explain the various types of Market Segmentation.
18. Explain the set of rules set by TAAI to grant recognition to travel agents.
19. Trace the growth of Air transport system in India.
20. Explain cultural Tourism in India with appropriate examples.