

**First year**

**MAY 2006 PAPER-I TOURISM MANAGEMENT**

**Time: Three hours**

**Maximum: 100 marks**

**PART A-** (4 x 5 =20 marks) Answer any FOUR questions, each not exceeding 1 page.

1. Bring out the importance of the measurement of tourism.
2. List out the components of tourism.
3. Explain the terms 'Long-Haul Tourism' and 'Short-Haul Tourism'.
4. What motivates people to travel?
5. Is planning necessary for tourism development.
6. Describe the nature and purpose of staffing.

**PART B - (5 x 16 =80 marks) Answer any FIVE questions, each not exceeding 4 pages.**

7. Examine the role of managers in tourism industry.
8. Highlight socio-economic importance of the tourism.
9. Trace the development of tourism in India during the pre-Independence period.
10. Estimate the role of the private sector in promoting tourism.
11. Discuss the various theories of motivation.
12. Review the types and limitations of tourism planning.
13. Explain the various methods of performance appraisal.
14. Give an account of the management challenges in tourism.

**First year**

**MAY 2006 Paper II - TOURISM PRODUCTS**

**Time: Three hours**

**Maximum: 100 marks**

**PART A-** (4 x 5 =20 marks) Answer any FOUR questions, not exceeding 1 page each.

1. The Eightfold path.
2. Chaityas.
3. Kathakali.
4. Sanchi stupa.
5. Mudumalai wildlife sanctuary.
6. Theme parks.

**PART B (5 x 16 =80 marks) Answer any FIVE questions, not exceeding 4 pages each.**

7. Give an account of the important religious centres of India.

8. Highlight the significance of the Hindu Temple architecture.
9. Write an essay on the salient features of the Indo-European architecture.
10. How do the Folk Dances of India help promote tourism in India? Discuss.
11. Throw light on the important Fairs and Festivals of India.
12. How far the Handicrafts of India serve as potential tourist resource? Explain.
13. Bring out the tourism importance of the national
14. Give an account of the Island Tourism and Adventure Tourism.

**First year**

**MAY 2006 PAPER-III CULTURAL HERITAGE OF INDIA**

**Time: Three hours**

**Maximum: 100 marks**

PART A - (4 x 5 = 20 marks) Answer any FOUR questions.

1. Explain the character of Indian Culture.
2. Write the Varna system of the Vedic Age.
3. Sketch the development of education under the Mauryas.
4. Why Hinduism is called as Neo-Hinduism under the Guptas?
5. Give an account of Madurai Meenakshi Amman Temple.
6. Explain the social structure of the Muslims.
7. Critically analyse the town planning of the Indus Valley civilization.

**PART B - (5 x 16 = 80 marks) Answer any FIVE questions.**

8. Examine the salient features of Asokan columns.
9. Trace the development of Art under the Guptas.
10. Bring out the Socia-economic changes under the Khiljis.
11. Describe the salient features of the Muslim system of education.
12. Why Pattadakal is called as the meeting place of Nagara and Dravidian styles of architecture?
13. Write an essay on Arya Samaj and Brahma Samaj.
14. Write the contributions of British for the development of education in India.

**First year**

**PAPER –IV MAY 2006 TOURISM MARKETING**

**Time: Three hours**

**Maximum: 100 marks**

PART A- (4 x 5 =20 marks) Answer any FOUR questions.

1. Write a note on the 'Geographic Segmentation of tourism marketing'.
2. Why is advertisement important for tourism?
3. Sketch the aims of sales support techniques.
4. Describe the meaning and objectives of PRO.
5. List out the sources of data for research in tourism.
6. Define the term, 'Marketing Mix'.

**PART B - (5 x 16 = 80 marks) Answer any FIVE questions.**

7. Describe the various types of Market Segmentation in tourism.
8. How will you design and develop tourism product? Explain.
9. Highlight the objectives of advertisement and publicity in the field of tourism.
10. Examine the role of PRO in tourism marketing.
11. Bring out the importance of personality development in tourism marketing.
12. Discuss the methods of sales forecasting tourism product.
13. Sketch the objectives of Marketing Research in tourism.
14. Explain the types of Distribution Channels in tourism.

**Second Year**

**MAY 2006 PAPER -I TOURISM POLICY AND PLANNING**

**Time: Three hours**

**Maximum: 100 marks**

PART A-(4 x 5 =20 marks) Answer any FOUR questions.

1. Describe the goals in tourism planning.
2. What is the need for integrated planning in tourism?
3. List out the various levels of tourism planning.
4. Can we promote tourism without affecting the environment? Explain.
5. What were the terms of reference of Sir John Sergeant Committee?

6. Throw light on the tourism policy of the Tamilnadu government.

**PART B - (5 x 16 =80 marks) Answer any FIVE questions**

7. Write an essay on tourism planning processes and the various research aspects involved in it.

8. Enumerate the factors influencing tourism development of a country.

9. Evaluate the role of the private sector in promoting tourism in India.

10. Is hospitality management in India in the field of tourism satisfactory? Substantiate your answer.

11. Describe the activities of the National Tourism Administration (NTA) in India.

12. Evaluate the role of National tourist offices overseas.

13. Throw light on the importance of the Goa declaration on tourism.

14. Sketch the functions of the Tamilnadu Tourism Development Corporation (TIDC).

**Second year**

**MAY 2006 PAPER –II TOURISM ECOLOGY**

**Time: Three hours**

**Maximum: 100 marks**

**PART A - (4 x 5 =20 marks) Answer any FOUR questions.**

1. Define Eco-system.

2. What is nature's balance?

3. Explain relationship between ecology and tourism.

4. What is ozone?

5. Give an example for biosphere.

6. Estimate the importance of natural reserves.

**PART B (5 x 16 =80 marks) Answer any FIVE questions.**

7. Discuss the causes and impact of global warming.

8. Trace the social and economical impact of tourism.

9. Write an essay about the suitable environment for tourism.

10. Describe the consequences of air and water pollution.

11. Describe the various natural hazards to tourism and suggest measures to overcome those hazards.

12. Trace factors responsible for global environment threats.
13. Discuss the importance of environmental impact assessment.
14. Describe the various methods of EIA.

**Second year**

**MAY 2006 PAPER III- TRAVEL MANAGEMENT**

**Time: Three hours**

**Maximum: 100 marks**

PART A- (4 x 5 =20 marks) Answer any FOUR questions.

Explain the following terms:

1. Retail Travel agent
2. Traveller
3. Star service
4. Immigration
5. Sea transports
6. WTO

**PART B - (5 x 16 =80 marks) Answer any FIVE questions**

7. What are the functions and responsibilities of the travel agencies?
8. What are the travel documents required for a Tourist?
9. Explain the functions of a tourist guide and discuss their role in promoting tourism.
10. What is a package tour? Prepare an itinerary of your own choice for 10 tourists from India just for six days?
11. Write about the problems in tour management.
12. Define the word Hotel. Give a suitable explanation about classification of Hotels.
13. Write about the most commonly used mode of holiday travel on a worldwide basis.
14. Explain the functions of IATA?

**Second year**

**MAY 2006 PAPER –IV HOSPITALITY MANAGEMENT**

**Time: Three hours**

**Maximum: 100 marks**

PART A- (4 x 5 =20 marks) Answer any FOUR questions.

1. What is the importance of indoor leisure in hospitality?
2. Write a note on bar-attached restaurants.
3. What are the functions of rooms department? ,
4. Outline a typical food service system and its subsystems.
5. What are the problems of food preparation?

6. Explain the marketing research process.

**PARTB- (5 x 16 =80 marks) Answer any FIVE questions**

7. Define the terms " Hotel " and " Hotel chains " .

8. Write an essay on resort hotels.

9. Discuss the various theories on interdepartmental conflicts in hotel industry.

10. Discuss how a front office in a luxury hotel is administered.

11. Explain the types of room plans.

12. Describe the various steps involved in menu planning.

13. Explain the process of production and serving of any two varieties of lunch items.

14. Analyse the growth strategies meant for hotels.