

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI 600 086
(For candidates admitted during the academic year 2008-09)

SUBJECT CODE: VC/MC/TM34

B. A. DEGREE EXAMINATION, NOVEMBER 2009
BRANCH I – HISTORY
THIRD SEMESTER

COURSE : MAJOR – CORE
PAPER : TOURISM MANAGEMENT
TIME : 3 HOURS **MAX.MARKS:100**

SECTION – A

ANSWER ALL TEN QUESTIONS. EACH ANSWER NOT TO EXCEED 30 WORDS. (10X3=30)

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|-----------------------|-----------------------|
| 1. Push & Pull factor | 6. Strategic Planning |
| 2. MBO | 7. Swot Analysis |
| 3. MATRIX | 8. QWL |
| 4. IOTO | 9. Job enrichment |
| 5. Tourism Planning | 10. Fringe Benefits |

SECTION – B

ANSWER ANY FIVE QUESTIONS. EACH ANSWER NOT TO EXCEED 250 WORDS. (5 x 8 = 40)

11. Explain the characteristics of Hospitality Industry.
12. Point out the objectives and aims of ICAO.
13. Bring out the features of Tourism marketing.
14. Describe the steps in the planning process.
15. Outline the types of planning.
16. Explain the meaning of evaluation of training.
17. Bring out the characteristics of service Industry.
18. Assess the benefits of Branding service.

SECTION - C

ANSWER ANY THREE QUESTIONS. EACH ANSWER NOT TO EXCEED 1000 WORDS
(3 x 10 = 30)

19. a) Explain the types of organizations.
Or
b) Explain the significance of IATA
20. a) Assess the methods of performance Appraisal
Or
b) Describe Maslows need hierarchy Theory.
21. a) Point out the basic function of Front Office Management.
Or
b) Define Consumer Protection Act and explain consumer rights.
