

**STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 86**  
**(For candidates admitted during the academic year 2008-2009 & thereafter)**

**SUBJECT CODE: HS/ME/TT64**

**B. A. DEGREE EXAMINATION APRIL 2012**

**BRANCH I - HISTORY**

**SIXTH SEMESTER**

**COURSE : MAJOR – ELECTIVE**

**PAPER : TRAVEL AND TOURISM**

**TIME : 3 HOURS.**

**MAX. MARKS: 100**

**SECTION – A**

**ANSWER ALL QUESTIONS. EACH ANSWER NOT TO EXCEED 30 WORDS:**

**(10 x 3=30)**

1. Mass Tourism
2. Paid Holidays
3. Marina Beach
4. Topslip
5. Ajanta & Ellora
6. Taj Mahal
7. Konark Temple
8. Marketing Mix
9. Eco tourism
10. Sustainable tourism

**SECTION – B**

**ANSWER ANY FIVE QUESTIONS. EACH ANSWER NOT TO EXCEED 300**

**WORDS:**

**(5 x 8=40)**

11. Define tourism and explain the concept
12. Enumerate the social benefits of tourism
13. What are the cultural benefits of tourism?
14. Explain 'natural attractions' and write a note on back waters of Kerala.
15. How far would you consider Mahabalipuram as one of the World Heritage Sites?
16. Analyse the role of a tour operator in tourism marketing.
17. What is a 'Package tour'?
18. Write a note on the economic impact of tourism on Society.

**SECTION – C**

**ANSWER ALL QUESTIONS. EACH ANSWER NOT TO EXCEED 1000**

**WORDS:**

**(3 x 10=30)**

19. Explain the various types of tourism.  
(OR)  
Analyse the environmental impact of tourism.
20. Write a note on the Wild Life Sanctuaries in India.  
(OR)  
Discuss the role of Desert tourism in promoting tourism in Rajasthan.
21. Enumerate the essentials of Tourism Management.  
(OR)  
Critically analyse the role of human resource in tourism management.

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