

**STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 86**  
**(For candidates admitted from the academic year 2023 – 2024)**

**B.A. DEGREE EXAMINATION, NOVEMBER 2023**  
**TOURISM & TRAVEL MANAGEMENT**  
**FIRST SEMESTER**

**COURSE : MAJOR CORE**

**PAPER : INTRODUCTION TO TOURISM**

**SUBJECT CODE : 23TT/MC/TO14**

**TIME : 3 HOURS**

**MAX. MARKS: 100**

<b>SECTION A (10 × 2 = 20)</b>			
<b>Q.No.</b>	<b>Answer ALL questions in not more than 30 words each.</b>	<b>CO</b>	<b>KL</b>
1	What is a package tour?	CO1	K1
2	Who is an excursionist?	CO1	K1
3	Give brief note on Medical Tourism	CO1	K1
4	Describe MICE	CO1	K1
5	Write short note on Tourism information centres	CO1	K1
6	Explain UNESCO Heritage sites	CO1	K2
7	Write brief note on palace on Wheels	CO1	K2
8	What is Incredible India Tagline mean	CO1	K2
9	Explain virtual tourism	CO1	K2
10	Outline the term heritage hotels	CO1	K2
<b>SECTION B (4 × 15 = 60)</b>			
<b>Q.No.</b>	<b>Answer any TWO questions from K3 and any TWO questions from K4. Your answers should be in about 800 words each.</b>	<b>CO</b>	<b>KL</b>
11	Illustrate the basic tourism motivators?	CO2	K3
12	Analyze the history, evolution & development of tourism in India.	CO2	K3
13	Explicate the role of MICE in organizing conferences and events for tourism	CO2	K3
14	Elucidate the role of state tourism development corporations in India.	CO3	K4
15	Illuminate the basic components of Tourism.	CO3	K4
16	Explicate special interest tourism with suitable examples.	CO3	K4
<b>SECTION C (4 × 5 = 20)</b>			
<b>Q.No.</b>	<b>Answer any TWO questions from K5 and any TWO questions from K6. Your answers should be in about 150 words each.</b>	<b>CO</b>	<b>KL</b>
17	Describe Buddhist circuits in India.	CO4	K5
18	Plan an International Island tourism circuit for 4N/5D in Southern Asia.	CO4	K5
19	Illuminate the role of various Special trains by Indian railways.	CO4	K5
20	Describe the recent emerging trends in Tourism management.	CO5	K6
21	Enlighten the roles & objectives of Tamilnadu Tourism Development Corporation in promoting tourism in Tamilnadu.	CO5	K6
22	Explain various cruise packages.	CO5	K6

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