

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI 600 086
(For candidates admitted during the academic year 2022– 2023)

B. A. DEGREE EXAMINATION, NOVEMBER 2024
TOURISM AND TRAVEL MANAGEMENT
FIFTH SEMESTER

COURSE : MAJOR - CORE
PAPER : TOUR GUIDING AND TRAVEL CONSULTANCY
SUBJECT CODE: 22TT/MC/TG54
TIME : 3 HOURS **MAX.MARKS : 100**

SECTION – A

I. ANSWER ALL THE QUESTIONS IN 30 WORDS EACH. (10X3=30)

1. Define Tour Guide
2. Explain informal clothing
3. Travel formalities at the airport
4. Pacing a tour
5. Special interest tour
6. Forex
7. Body language
8. Training of tour guides
9. Define Travel Consultancy
10. Travel insurance

SECTION – B

II. ANSWER ANY FIVE QUESTIONS IN 300 WORDS EACH. (5X8=40)

11. Explain the meaning, nature and scope of Tour Guide services.
12. Provide an overview of the types of Tour Guides.
13. Explain the need for good interpersonal skills and communication skills for tour Guides.
14. Discuss the importance of etiquette and grooming.
15. Highlight the meaning, nature and scope of a Tour Manager.
16. How did travel consultancy begin?
17. Give a detailed account of travel formalities in the preparation of a foreign tour.
18. List out the challenges faced by tour guides.

SECTION – C

III. ANSWER ALL THE QUESTIONS IN 1000 WORDS EACH. (3X10=30)

19. a.) What are the roles and responsibilities of a tour guide?
(OR)
b) Explain how tour guides can be successful in their career.
20. a) Explain the different types of itineraries with suitable examples and list out the requirements for itinerary preparation.
(OR)
b) Prepare a seven day itinerary of any well known tourism circuit in India.
21. a) Discuss the importance of travel consultancy in India.
(OR)
b) How does a tour guide co-ordinate activities while on tour.