

**STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086**  
(For candidates admitted during the academic year 2023 – 2024 and thereafter)

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

**COURSE : MAJOR CORE**

**PAPER : INTRODUCTION TO TOURISM**

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

**TIME : 3 HOURS**

**MAX. MARKS: 100**

| Q. No. | SECTION A<br>(10 × 2 = 20)<br>Answer ALL questions in not more than 30 words each   | CO  | KL |
|--------|---|-----|----|
| 1      | Define tourist.   | CO1 | K1 |
| 2      | Write a short note on group of monuments at Mahabalipuram.  | CO1 | K1 |
| 3      | Mention the significance of fairs of TTDC.  | CO1 | K1 |
| 4      | Give a short note on the group of monuments at Hampi.   | CO1 | K1 |
| 5      | What is fashion tourism?  | CO1 | K1 |
| 6      | Summarize Cultural Tourism.   | CO1 | K2 |
| 7      | Describe Taj Mahal, Agra.   | CO1 | K2 |
| 8      | Write a brief note on Lake Palace, Udaipur.   | CO1 | K2 |
| 9      | What is space tourism?  | CO1 | K2 |
| 10     | Identify the role of brand ambassadors in tourism.  | CO1 | K2 |
| Q. No. | SECTION B<br>(4 × 15 = 60)<br>Answer any TWO questions from K3 and TWO from K4. Your answers should be in about 800 words each. | CO  | KL |
| 11     | Explain the history and evolution of tourism.   | CO2 | K3 |
| 12     | Discuss and describe the different types of tourism.  | CO2 | K3 |
| 13     | Write a detailed note on the role of Ministry of Tourism in India.  | CO2 | K3 |
| 14     | Illustrate the Golden Triangle circuit of North and South India.  | CO3 | K4 |
| 15     | Explain and elucidate the luxury trains of India.   | CO3 | K4 |
| 16     | Sketch the functions of NTO (National Tourism Organisation).  | CO3 | K4 |
| Q. No. | SECTION C<br>(4 × 5 = 20)<br>Answer any TWO questions from K5 and TWO from K6. Your answers should be in about 150 words each.  | CO  | KL |
| 17     | Analyze the basic components of tourism.  | CO4 | K5 |
| 18     | Critically analyze any three special interest tourism types.  | CO4 | K5 |
| 19     | Explain any three lesser-known destinations in India.   | CO4 | K5 |
| 20     | Explain and elaborate the elements of tourism.  | CO5 | K6 |
| 21     | Construct a detailed note on types of holiday cruises in terms of destinations, experiences, and target audiences.              | CO5 | K6 |
| 22     | Discuss and evaluate the impact of KTDC's initiatives on the promotion and development of tourism in Kerala.                    | CO5 | K6 |

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