

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 86
(For candidates admitted from the academic year 2004 –2005 & thereafter)

SUBJECT CODE: VC/AC/TP23

B. A. DEGREE EXAMINATION APRIL 2007
BRANCH I - HISTORY
SECOND SEMESTER

COURSE : ALLIED - CORE
PAPER : TOURISM PRODUCT

TIME : 3 HOURS. MAX. MARKS : 100

SECTION – A

ANSWER ANY TEN QUESTIONS. EACH ANSWER NOT TO EXCEED 30 WORDS: (10 X 3 = 30)

1. Out bound
2. Domestic tourist
3. Retailing
4. Adhirappali
5. Group Tour
6. Stop over
7. Kalakshetra
8. Vedanthangal
9. Boat houses
10. Chandralekha
11. Pandit Ravi Shankar
12. Star hotels.

SECTION – B

ANSWER ANY EIGHT QUESTIONS. EACH ANSWER NOT TO EXCEED 250 WORDS: (8 X 5 = 40)

13. What is pilgrimage tourism? Elucidate with examples from South India.
14. Write a note on Grand tour.
15. Discuss the role of communication in tourism industry.
16. What are the functions of National tourist offices abroad?
17. What are tourist holiday villages?

18. Give an account of Project Tiger.
19. Enumerate the tourist spots of Chennai city
20. What are the features of Gir forest?
21. What is an incentive Travel?
22. Enumerate the reasons for increase in domestic tourism today.

SECTION – C

ANSWER ALL QUESTIONS. EACH ANSWER NOT TO EXCEED 800 WORDS: (3 X 10 = 30)

23. Write an essay on India Tourism Development Corporation's (ITDC) role in promoting tourism.

(OR)

Explain the impact of computer applications in tourism.

24. Discuss the importance of package tours.

(OR)

What are the issues pertaining to accommodation availability in India?

25. Write an essay on importance of transportation in tourism.

(OR)

Write an essay on the chief international markets for India.
