

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 600 086
(For Candidates admitted during the academic year 2004-05 & thereafter)

SUBJECT CODE: VC/AC/TM33

B.A. DEGREE EXAMINATION NOVEMBER 2007
BRANCH I-HISTORY
THIRD SEMESTER

COURSE : ALLIED CORE
PAPER : TOURISM MANAGEMENT
TIME : 3 HOURS

MAX. MARKS: 100

SECTION- A

ANSWER ANY TEN QUESTIONS EACH ANSWER SHOULD NOT EXCEED
30 WORDS (10 X 3 = 30)

1. State the nature of travel trade.
2. What is service management?
3. What is a destination organization?
4. Define job analysis.
5. Write a short note on regional level planning in Tourism.
6. What do you understand by tourist attractions?
7. Identify the levels of planning in tourism.
8. State any two duties of a receptionist.
9. Who is an out bound customer?
10. Do travel agents play an important role in the contemporary world?
11. Write a short note on youth tourism.
12. Define performance appraisal.

SECTION- B

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

13. Discuss the business concepts of tourism management.
14. What are the different types in a structural organization?
15. Identify the essentials of travel service.
16. Explain the different forms of Hotel ownership.
17. State the functions of IATA.
18. Explain how a hotelier can plan the accommodation when it is a busy season?
19. Point out the duties of a travel agent.
20. Determine the need for training in tourism.

- 21. What are the factors that affect tourism planning?
- 22. What motivates a Tourist to stay longer in a Resort?

SECTION- C

**ANSWER ALL QUESTIONS EACH ANSWER SHOULD NOT EXCEED
800 WORDS (3 X 10 = 30)**

- 23. What are the essential prerequisites for success in tourism?

(OR)

Explain the different types of Tours.

- 24. Discuss the selection procedure adopted by the management for a given job.

(OR)

Discuss the duties and responsibilities of front office management.

- 25. What are the ways to evaluate the performance of the employees?

(OR)

Explain how social evils affect the tourism industry.
