

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 86
(For candidates admitted from the academic year 2011-2012 & thereafter)

SUBJECT CODE: 11HS/MC/TA44

B. A. DEGREE EXAMINATION APRIL 2015
BRANCH I A – HISTORY AND TOURISM
FOURTH SEMESTER

COURSE : MAJOR - CORE
PAPER : TRAVEL AGENCIES AND TOUR OPERATOR
TIME : 3 HOURS. MAX. MARKS: 100

SECTION – A

ANSWER ALL QUESTIONS. EACH ANSWER NOT TO EXCEED 30
WORDS: (10x3=30)

1. Adventure Tour Operator
2. Tourist Itinerary
3. Group Inclusive Tour
4. Purpose of ASTA
5. News letters
6. Brochure
7. Tourism product
8. Travel Trade Workshop
9. International Tourism Borse
10. Warsaw Convention

SECTION – B

ANSWER ANY FIVE QUESTIONS. EACH ANSWER NOT TO EXCEED 300
WORDS: (5x 8 = 40)

11. Discuss the origin of the Travel Agency business.
12. How does UFTAA help the travel agency industry worldwide?
13. Bring out the role of Print Media in tourism advertisement.
14. Write short note on Public Relation Techniques.
15. Discuss Passenger Reservation and ticketing.
16. Comment on world Travel Market.
17. Explain briefly about the importance of the European Incentive and Business Travel and Meetings Exhibition.
18. Narrate the general principles of the Chicago Convention.

SECTION – C

ANSWER ALL QUESTIONS. EACH ANSWER NOT TO EXCEED 1000 WORDS:

(3 x 10 = 30)

19. a) What are the functions and responsibilities of the travel agencies?
(or)
b) Internet offers a new challenge to Computer Reservation system. How?
20. a) Explain the modern trends in tourist publicity.
(or)
b) Point out the advantages of the advertising in Tourism Promotion.
21. a) “Fairs and Exhibitions are the major marketing vehicles in Travel Industry” – Discuss.
(or)
b) Examine the role of legislation in tourism development.
