**B. A. DEGREE EXAMINATION, NOVEMBER  2010**
**BRANCH  I – HISTORY**
**THIRD SEMESTER**

COURSE     :     MAJOR – CORE
PAPER       :     TOURISM MANAGEMENT
TIME         :     3  HOURS                                          MAX.MARKS:100

### SECTION – A

**ANSWER ALL TEN QUESTIONS. EACH ANSWER NOT TO EXCEED 30 WORDS.  (10X3=30)**

1. Define customer service

2. Identify the essentials of travel service

3. What is a Sectoral organization?  Give an example.

4. Define job Analysis.

5. What are the different level of organization in tourism?

6. What is Eco-tourism?

7. Who is a paying guest?

8. State the six steps in tourism planning process.

9. Identify the two important elements in all tourism.

10. Define Heritage.  Give an example.

11. Write a short note on youth tourism.

12. What do you understand by pilgrimage tourism?

### SECTION – B

**ANSWER ANY EIGHT QUESTIONS. EACH ANSWER NOT TO EXCEED 250 WORDS. (8x5=40)**

13. Discuss briefly the dynamics of tourism business.

14. What are the four major parts of tourism activity?

15. State the duties of a travel agent.

16. Discuss the need for innovation policy in tourism.

17. What are the functions of UFTAA?

18. Discuss the role of destination management.

19. Explain the selection procedure in detail.

20. Determine the need for training and development in tourism.

21. Explain the role of a hotel manager.

22. Identify the three methods of performance appraisal.

## SECTION - C

**ANSWER ANY THREE QUESTIONS. EACH ANSWER NOT TO EXCEED 1000 WORDS**
**(3 x 10 = 30)**

23.    a)  Discuss the contribution of tourism to Indian society.
             (OR)
    b)  Explain the characteristic of the Hospitality Industry

24.    a)  Explain the various types of organization.
             (OR)
    b)  Discuss the important levels of planning in tourism.

25.    a)  The front office is "the nerve centre" of the hotel Industry. Explain its functions.
             (OR)
    b)  Discuss motivation as an essential concept behind tourist demand.

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