

**STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 86**  
**(For candidates admitted from the academic year 2015-2016)**

**SUBJECT CODE: 15HS/MC/BT24**

**B. A. DEGREE EXAMINATION APRIL 2016**  
**BRANCH IA – HISTORY & TOURISM**  
**SECOND SEMESTER**

**COURSE : MAJOR - CORE**  
**PAPER : BUSINESS TOURISM**  
**TIME : 3 HOURS.**

**MAX. MARKS: 100**

**SECTION – A**

**ANSWER ALL QUESTIONS. EACH ANSWER NOT TO EXCEED 30 WORDS:**

**(10x3=30)**

1. Define Tourist.
2. World Tourism Organization.
3. Explain Open Ticket.
4. Who are Suppliers?
5. Explain Business Market.
6. Write a note on CRS.
7. What are Tour Brochures?
8. Explain EIBTM .
9. Define Incentive Travel.
10. What is Global Distribution System?

**SECTION – B**

**ANSWER ANY FIVE QUESTIONS. EACH ANSWER NOT TO EXCEED 300 WORDS:**

**(5x 8 = 40)**

11. Write a note on functions of Travel Agency.
12. Differentiate Wholesaler and Retailer.
13. What is Itinerary planning?
14. Explain the role of NTO- Overseas Office.
15. Elaborate the impact and growth of Economics of Tourism.
16. What is Multiplier Effect?
17. Enumerate the impact of Information Technology in Tourism.
18. Discuss the role and functions of TTW.

**SECTION – C**

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

**(3 x 10 = 30)**

19.a) Media and Advertising are a part of promotion techniques in tourism – Discuss.

(or)

b) Explain the functions and types of Tour Operators.

20.a) Explain Socio-Economic impact of Tourism.

(or)

b) Discuss the history and growth of Travel Agency.

21.a) Analysis the positive and negative aspects of Measuring tourism.

(or)

b) Computer technology is a boon to Tourism Industry – Discuss.

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