

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

SUBJECT CODE: 15HS/MC/BT24

B. A. DEGREE EXAMINATION APRIL 2017
BRANCH IA – HISTORY & TOURISM
SECOND SEMESTER

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

MAX. MARKS: 100

SECTION – A

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

1. Define the term Tourist.
2. Write a note on the uses of Computers in hotels.
3. What does Incentive travel mean?
4. Explain multiplier effect.
5. Who is a Wholesaler?
6. Describe conference bidding process.
7. Write a note on ticketing.
8. What are tour brochures?
9. Explain the role of SOTC in tourism.
10. Write a short note on NTO.

SECTION – B

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

11. Elaborate the need for measuring tourism phenomenon.
12. Explain the objectives and functions of WTO.
13. Explain different types of business motivators.
14. Describe the role of ITB in promoting tourism.
15. Differentiate CRS and GDS.
16. Elaborate the structure and functions of Travel Agencies.
17. Describe the elements of Itinerary Planning.
18. Discuss the structure of Business Market.

SECTION – C

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

(3 x 10 = 30)

19. a) Discuss the economic significance of tourism.

OR

b) Explain the importance of media and advertising in promoting tourism.

20. a) Elaborate the role and functions of tour operators.

OR

b) Information technology plays an important role in growth of tourism – Discuss.

21. a) Discuss the role of Travel Agencies in promoting tourism.

OR

b) Explain the growth and Impact of Tourism with regard to modern trend.
