

**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 2018**  
**BRANCH IA – HISTORY AND TOURISM**  
**SECOND SEMESTER**

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

**MAX. MARKS: 100**

**SECTION – A**

**ANSWER ALL QUESTIONS. EACH ANSWER SHOULD NOT EXCEED 30 WORDS.**

**(10X3=30)**

1. Define Travel Statistics.
2. Sample Surveys.
3. International visitors.
4. Tourism Multiplier.
5. Market Segmentation.
6. Group Inclusive Tour (GIT).
7. Planning and costing Tours.
8. Mention the Global Distribution system used in Airline Reservation.
9. Tour Brochure.
10. Out Bound Tour.

**SECTION – B**

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

**(5X8=40)**

11. Explain the problems in methods of measurement.
12. Describe the functions of Travel Agencies.
13. Write about the uses of computers in Air Cargo.
14. Explain the information provided in the Tour Brochure.
15. Narrate the functions of NTO.
16. Describe the advantages of organising a Travel Fair.
17. Write a short note on GDS.
18. Explain about the Tourism Multiplier Effect.

**SECTION – C**

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

**(3 X 10 = 30)**

19. a) Write about the Economic significance of Tourism Industry.

**(OR)**

b) Explain the advantages of Advertising.

20. a) Write about the Modern Mass Media Techniques.

**(OR)**

b) Describe the travel trade fair World Travel Mart.

21. a) Explain the uses of Computer Reservation Systems in Travel Agencies.

**(OR)**

b) How does tourism help promote international peace and understanding.

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