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 2019
BRANCH IA – HISTORY AND TOURISM
SECOND SEMESTER

COURSE   : MAJOR - CORE
PAPER   : BUSINESS OF TOURISM
 TIME   : 3 HOURS.   MAX. MARKS: 100

SECTION – A

(10 x 3 = 30)

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

1. What is Multiplier effect?
2. Who is Allocentric tourist?
3. Define Volume Statistics in Tourism
4. What is implant travel agency?
5. Define the term Elapsed time
6. What is GDS?
7. Define inbound tour operator
8. What is Tournet?
9. Define Computer Reservation System
10. What is Tour Brochure?

SECTION – B

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

(5 x8= 40)

11. Trace the functions of NTO
12. Describe Business motivators
13. Explain leakages in Tourism
14. Examine the need for measuring Tourism Phenomenon
15. Differentiate wholesaler and Retailer
16. Explain Outdoor advertisement
17. Write a note on WTM
18. Explain the components of an itinerary

SECTION – C

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

(3 x 10 = 30)

19. a**.** Explain Economic Significance of Tourism
                        (OR)
    b. Describe origin and growth of travel agencies.

20. a. Write down the functions of Travel Agency

(OR)

    b. Explain the importance of advertisement in tourism

21. a. Explain the role of information technology in Tourism

(OR)

    b. Write down the aims and functions of World Tourism Organisation (WTO)

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