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D.K.M. COLLEGE FOR WOMEN (AUTONOMOUS), VELLORE-1

SEMESTER EXAMINATIONS

APRIL – 2017

15CAHI2A

ALLIED: TOURISM - II

Time : 3 Hrs

Max. Marks : 75

SECTION-A (10 x 2 = 20)

Answer ALL questions.

1. Travel Agent.
2. TAAI.
3. Ticketing.
4. Floating Hotels.
5. Geographical Factors.
6. Mahabalipuram.
7. IATA.
8. ASTA.
9. National Tourism Board.
10. Tourism and publicity.

SECTION-B (5 x 5 = 25)

Answer any FIVE of the following questions.

11. Describe the duties of the Travel Agency.
12. Write a note on the Tour operators.
13. "Computer Reservation is the basic necessity of Tourism" - Justify.
14. "Tourism revolves round the Tourist Vehicles" – Explain.
15. "Tamil Nadu is the paradise of Tourists" – Justify.
16. Explain the functions of PATA.
17. Mention the major objectives and functions of UFTAA.
18. Discuss the main duties of the Tourism Information offices.

SECTION-C (3 x 10 = 30)

Answer ALL questions.

19. (a) Point out the various departments and functions of a Travel Agency.
(Or)
(b) What do you know about the Package Tour? Explain its main features.
20. (a) Discuss the role of Transport and accommodation in the development of Tourism.
(Or)
(b) According to your opinion what are the tourist places that attract the Foreigners in India.
21. (a) Explain how International Tourism could help for the Economic development of a country.
(Or)
(b) Examine the role of advertisement and publicity in the promotion of Tourism.

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