

15U422

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Name: .....

Reg. No. ....

**FOURTH SEMESTER B.Sc. DEGREE EXAMINATION, MAY 2017**

(CUCBCSS-UG)

**CC15U HM4 C08 - TRAVEL AND TOURISM**

Hotel Management & Catering Science - Complementary Course

(2015 Admission)

Time: Three Hours

Maximum: 80 Marks

**Part A**

Answer all questions

1. \_\_\_\_\_ is a document showing the identity of a citizen.
2. Panaji is the capital of \_\_\_\_\_ state of India.
3. The Sun temple is situated in the state of \_\_\_\_\_.
4. Explain IATA
5. Expand PATA
6. \_\_\_\_\_ is a official dance of Tamilnadu.
7. Hotel Holiday Inn is owned by \_\_\_\_\_ group.
8. Diwali is festival of \_\_\_\_\_
9. Expand MICE.
10. Jim Corbett national park is situated in \_\_\_\_\_ state of India.
11. \_\_\_\_\_ is an endorsement on the passport issued by a government official, enabling a person to travel to a country for which it is issued.
12. \_\_\_\_\_ is the oldest and most important Hindu festival take place once in three years at one of the great holy cities. \*\*

(12 x 1= 12 marks)

**Part B**

(Short Answer Type)

Answer all questions

13. Name four pilgrimage tourist destinations of India.
14. What is a difference between a travel agency and a tour operator?
15. What do you mean by market segmentation?
16. What is FAM tour?
17. Differentiate between a passport and a visa
18. Write a short note on tourism destinations of Kerala.
19. What is cultural tourism?

20. How does media plays a vital role in tourism promotion?  
21. What are the constituents of tourism at any tourism destination?

(9 x 2=18 marks)

**Part C**  
**(Paragraph Type)**

Answer any five questions

22. What are the roles and functions of world tourism organization?  
23. What do mean my marketing mix? What are the 4p's of marketing mix?  
24. Write a detail not on Taj Mahal.  
25. What is the importance of private sector in tourism industry?  
26. Give a brief note on types of tourism.  
27. What is Swachh Bharat Abhiyan?  
28. Give a brief note on economic benefit of tourism.

(5 x 6=30 marks)

**Part D**  
**(Essay Type)**

Answer any two questions

29. Geographical location of India helps to spearhead the growth of tourism. Comment.  
30. Write in detail the Architectural heritage of India.  
31. Discuss the role of international organizations in tourism planning & development.

(2 x 10=20 marks)

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(12 x 1= 12 marks)

**Part B**  
**(Short Answer Type)**  
Answer all questions

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