

16U422

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Name:

Reg. No.....

FOURTH SEMESTER B.Sc. DEGREE EXAMINATION, APRIL 2018

(Regular/Supplementary/Improvement)

(CUCBCSS-UG)

CC15U HM4 C08 - TRAVEL AND TOURISM

(Catering Science & Hotel Management - Complementary Course)

(2015 Admission onwards)

Time: Three Hours

Maximum: 80 Marks

Part A

Answer *all* questions. Each question carries 1 mark.

1. _____ tourism means the movement of people outside their normal domicile to other areas within the boundaries of the nation.
2. _____ is a reddish black like earthenware used for making statues, figures, vases, toys etc.
3. _____ is the study of measurements of the images or icons.
4. Expand IATA
5. Car festival is celebrated in _____ state.
6. _____ is the famous cave located in Khandesh in Maharashtra.
7. Indian musical system is based on _____ and that is a significant aspect of Indian music.
8. _____ is the classical dance drama which is hailed from Kerala.
9. _____ is the national park situated in foot hills of Himalayas where tigers are seen.
10. _____ is the land of three seas.
11. Indian Passport Act came into force in _____
12. Expand TIM

(12 × 1 = 12 Marks)

Part B

Answer *all* questions. Each question carries 2 marks.

13. What is job design?
14. Name any four folk dances of North India.
15. Explain custom.
16. Define public relations.
17. What is Package tourism?
18. List out four hill stations in Tamil Nadu.
19. What is marketing?

20. Who is an Immigrant?
21. What is temple architecture?

(9 × 2 = 18 Marks)

Part C

Answer any *five* questions. Each question carries 6 marks.

22. Explain any five travel and trade organizations which promote tourism.
23. Brief the functions of travel agency.
24. Explain Travel Motivations.
25. Brief the job opportunities and employment generation in tourism.
26. Discuss India's manmade tourist resources.
27. Explain the 4 P's of marketing mix.
28. Discuss the elements of tourism

(5 × 6 = 30 Marks)

Part D

Answer any *two* questions. Each question carries 10 marks.

29. Explain the positive and negative socio-economic impact of tourism.
30. What is VISA? Explain its types.
31. Elaborate on geographical location and physiographic structure of India.

(2 × 10 = 20 Marks)
