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(Pages : 3)

Reg. No.....

Name.....

B.A. DEGREE (C.B.C.S.S.) EXAMINATION, MARCH 2015

Sixth Semester

B.A. English Literature and Communication Studies (Two Main)

Choice Based Core Course—TRAVEL AND TOURISM

Time : Three Hours

Maximum Weight : 25

Part A

*Answer all questions from this part.
Each bunch of four questions carries a weight of 1.*

BUNCH I

1. The planned city of India

- | | |
|-----------------|----------------|
| (a) Chandigarh. | (b) Bangalore. |
| (c) Delhi. | (d) Jaipur. |

2. Archeological survey of India was established in

- | | |
|-----------|-----------|
| (a) 1981. | (b) 1982. |
| (c) 1979. | (d) 1980. |

3. Kuchupudi is originated from :

- | | |
|---------------------|------------------|
| (a) Kerala. | (b) Karnataka. |
| (c) Andhra pradesh. | (d) Maharashtra. |

4. The first travel agency in India :

- | | |
|------------|---------------------------|
| (a) Jeena. | (b) Thomas cook Holidays. |
| (c) SITA. | (d) Holidays travel. |

BUNCH II

Fill in the blanks :

5. Brihadeswara temple is dedicated to _____.
6. _____ is the highest peak in India.
7. _____ VISA is issued for change of flight enroute to another country.
8. _____ is the largest fresh water lake in Kerala.

BUNCH III

9. Duration of Eurail pass is 1 month.
10. International mango festival held at Delhi.
11. Shore temple is located in Tamilnadu.
12. Front office considered as the hub point of Hotel.

BUNCH IV

Match the following :

- | | | |
|-------------------------|---|----------------|
| 13. Village tourism | — | Mangroves. |
| 14. Sunderbans | — | Kunialangi. |
| 15. Natyanjali festival | — | Agasthyamalai. |
| 16. Jain temple | — | Rajgiri. |
| | — | Chidambaram. |
| | — | Wayanad. |

(4 × 1 = 4)

Part B

*Answer any five of the following.
Each in a sentence or two.*

17. Define tourism product.
18. What is culture ?
19. What is eco tourism ?
20. What is hospitality management ?
21. What is sustainable tourism ?
22. What do you mean by special interest tourism ?
23. What is MICE tourism ?
24. Define passport.

(5 × 1 = 5)

Part C

Answer any four of the following each in about 100 words.

25. Briefly explain the organizational structure of a travel agency ?
26. What are the major problems of HRD ?
27. Write a short note on performing arts of Kerala ?
28. Differentiate between Wildlife Sanctuaries and national parks ?

29. What are the components of tourism ?
30. Mention any *two* departments of a Hotel.

(4 × 2 = 8)

Part D

Answer any two of the following each in about 200 words.

31. Discuss the major challenges and scope of tourism marketing in 21st Century.
32. Explain the role of ITDC in the promotion of hospitality Industry in India.
33. Discuss the various travel formalities for International Travel.

(2 × 4 = 8)