

D 93931

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Name.....

Reg. No.....

FIRST SEMESTER (CBCSS—UG) DEGREE EXAMINATION, NOVEMBER 2020

Hotel Management and Culinary Arts/Catering Science

BSH/C 1C 02—TRAVEL AND TOURISM

(2019 Admissions)

Time : Two Hours

Maximum : 60 Marks

Section A (Short Answer Question)

*Answer atleast **eight** questions.*

Each question carries 2 marks.

All questions can be attended.

Overall Ceiling 16.

1. What is Outbound Tourism ?
2. What do you understand by Convention Tourism ?
3. What is Tourism ?
4. Who is a Tourist ?
5. What is meant by Destination ?
6. What is Recreational Tourism ?
7. Expand ITDC.
8. What do you understand by Promotion in Tourism ?
9. What was known as Grand Tour ?
10. Define Tourism Planning.
11. What is WTTC ?
12. Who is a Tour operator ?

(8 × 2 = 16 marks)

Section B (Paragraph Type Question)

*Answer atleast **four** questions.*

Each question carries 6 marks.

All questions can be attended.

Overall Ceiling 24.

13. Describe Importance of tourism.
14. Mr. Thomas cook - the father of Travel agency Business. Explain.

Turn over

15. What is the difference between tour Operator and Travel Agent ?
16. Write a note on World Tourism and Travel Council.
17. What do you understand by Tourism Product ?

(4 × 6 = 24 marks)

Section C (Essay Type Question)

Answer any two questions.

Each question carries 10 marks.

18. Who is a Tour Operator ? Explain Functions of a Tour Operator.
19. What is PATA ? Describe them with its functions.
20. Explain Importance of Tourism Planning.
21. Describe Industries related to Tourism.

(2 × 10 = 20 marks)