

PG DIPLOMA EXAMINATION, MAY – 2015
TRAVEL AND TOURISM MANAGEMENT

Paper - I : Principles of Tourism

Time : 03 Hours

Maximum Marks : 75

Answer any Five questions from the following

All questions carry equal marks

- 1) What are the elements of tourism?
- 2) Explain the nature and significance of tourism.
- 3) Review the history of tourism in India.
- 4) State the rapid growth of tourism in the recent part.
- 5) Describe the services rendered by travel agency.
- 6) Bring out different modes of transport available for tourism.
- 7) Enumerate the role of media in tourism marketing.
- 8) Explain the application of marketing concept in tourism.
- 9) State the economic impact of tourism.
- 10) Bring out the impact of tourism destinations.



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Paper - II : Communication Skills

Time : 03 Hours

Maximum Marks : 75

Answer any Five questions from the following

All questions carry equal marks

- 1) Classify communication and state their features.
- 2) Bring out the informal communication networks.
- 3) Explain the 7C's of communication.
- 4) What are the barriers to sentence construction?
- 5) Describe the power of non-verbal communication.
- 6) Discuss the sub-disciplines of non-verbal communication.
- 7) State the misconceptions of listening.
- 8) Suggest measures to overcome listening barriers.
- 9) What are the benefits of effective listening.
- 10) Explain the skills required for a manager.



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Paper - III : Travel Agency Management

Time : 03 Hours

Maximum Marks : 75

Answer any Five questions from the following

All questions carry equal marks

- 1) What are the elements involved in tourism operations?
- 2) Describe quality management in tourism.
- 3) State the procedure of establishing tour operation company.
- 4) How are tour packages marketed?
- 5) Elucidate the issues in managing a tour.
- 6) Bring out the role of distribution in tour management.
- 7) Elucidate the considerations in the design of tour and travel promotion campaign.
- 8) Explain the management of organised front office.
- 9) Give an account of hospitality services rendered in travel management.
- 10) Elucidate the operations of travel agency.



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Paper - IV : Tourism Products

Time : 03 Hours

Maximum Marks : 75

Answer any Five questions from the following

All questions carry equal marks

- 1) Classify tourism services with examples.
- 2) What are the considerations in the design of tourism products?
- 3) Explain the design of ecology, wild life and adventure tourism products.
- 4) Discuss culture as a tourism product.
- 5) Classify resort and state their management.
- 6) Enumerate the strategy employed in the positioning of health tourism.
- 7) Give an account of heritage circuits of India.
- 8) Describe monuments and hill stations as tourist destinations.
- 9) Bring out the socio-cultural heritage of A.P.
- 10) Explain the tourism spots in Tirupati circuit.



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Paper – V : Computer Applications in Tourism and Travel Management

Time : 3 Hours

Maximum Marks : 75

Answer any Five questions.

All questions carry equal marks.

- 1) Classify information and state their features.
- 2) Describe the role of computers in management.
- 3) State the information needs for decision making.
- 4) Give an account of application software networks.
- 5) Review the evolution of computers.
- 6) Bring out the marketing information systems.
- 7) What are the features of MIS?
- 8) State the application of computers in tour services.
- 9) Elucidate the social dimensions of computerization.
- 10) Enumerate media as an information tool to tourism.

