

(DTTM01)

Total No. of Questions : 10]

[Total No. of Pages : 01

PG DIPLOMA DEGREE EXAMINATION, DECEMBER – 2016

TRAVEL AND TOURISM MANAGEMENT

Principles of Tourism

Time : 3 Hours

Maximum Marks: 70

Answer any five question from the following

All questions carry equal marks

- Q1)** What are the basic components and elements of tourism?
- Q2)** Give a brief history of tourism in India.
- Q3)** Differentiate between Guide and escorts.
- Q4)** What is advertising publicity? Explain briefly.
- Q5)** Explain the role of media in Tourism marketing.
- Q6)** State the social and environmental impact of tourism.
- Q7)** Bring out the social benefits of tourism.
- Q8)** “Tourism creates employment opportunities”. Explain.
- Q9)** What are the facilities offered by Indian railways to promote tourism?
- Q10)** Examine the role of Travel agency in tourism promotion.



(DTTM02)

Total No. of Questions : 10]

[Total No. of Pages : 01

PG DIPLOMA DEGREE EXAMINATION, DEC. – 2016

TRAVEL AND TOURISM MANAGEMENT

Communication Skills

Time : 3 Hours

Maximum Marks: 70

Answer any FIVE questions from the following
All questions carry equal marks

- Q1)** Explain process of Communication.
- Q2)** Differentiate between formal and informal Communication network.
- Q3)** State the Barriers in sentence constructions.
- Q4)** What is cultural ice berg? Explain briefly.
- Q5)** Explain types of listening and list out the barriers involved in listening.
- Q6)** What are the benefits of effective listening?
- Q7)** State the Preparation and practice of presentation.
- Q8)** List out the things that should'nt be committed in public speaking.
- Q9)** What are the qualities of a skilful presenter?
- Q10)** What are the steps involved in Resume writing? Explain the types of Resume.

(DTTM 03)

Total No. of Questions : 10]

[Total No. of Pages : 01

P.G. DIPLOMA DEGREE EXAMINATION, DEC. – 2016

TRAVEL AND TOURISM MANAGEMENT

Travel Agency Management

Time : 3 Hours

Maximum Marks: 70

Answer any FIVE questions from the following
All questions carry equal marks

- Q1)** What is tourism operation? Explain the elements involved in tourism operations?
- Q2)** Explain the Quality Management of tourism and who are responsible for the Quality Management.
- Q3)** Explain the steps involved in setting up a tour operation company.
- Q4)** Explain the concept of Developing and Managing linkages with principle suppliers.
- Q5)** Differentiate between In bound and out bound tour operations.
- Q6)** Explain the process of Recruitment of travel agent.
- Q7)** What is departmentalisation of agency? How does it work? Explain.
- Q8)** Explain the relationship of agent with principle supplier?
- Q9)** What are the promotional activities of travel agencies?
- Q10)** What is organised and unorganised managing front office? How are they different from each other?

(DTTM04)

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[Total No. of Pages : 01

PG DIPLOMA DEGREE EXAMINATION, DEC. - 2016

TRAVEL AND TOURISM MANAGEMENT

Tourism Products

Time : 3 Hours

Maximum Marks: 70

Answer any FIVE questions from the following

- Q1)** State the classification of services in Tourism.
- Q2)** Write a short note on Tourism product designing and development.
- Q3)** What are the considerations for Marketing of tourism product? Explain.
- Q4)** How to design ecology wild life and adventure tourism products.
- Q5)** Explain the positioning of health tourism product.
- Q6)** Explain different types of resorts.
- Q7)** Describe Museums and wildlife sanctuaries as tourism destination.
- Q8)** Explain the planning process of Resorts.
- Q9)** Explain the tourism spots in Vijayawada circuit?
- Q10)** Explain the growth of Indian resorts market.

(DTTM 05)

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[Total No. of Pages : 01

P.G. DIPLOMA DEGREE EXAMINATION, DEC. - 2016

TRAVEL AND TOURISM MANAGEMENT

Computer Applications in Tourism & Travel Management

Time : 3 Hours

Maximum Marks: 70

Answer any FIVE questions

All questions carry equal marks

- Q1)** Explain MIS and data processing. State the features of MIS.
- Q2)** Explain the role of computers in management.
- Q3)** Explain the classification of computers.
- Q4)** What is topology? Explain the types of Network topology with a diagram.
- Q5)** Explain Management functions and decision making.
- Q6)** Write a short note on Travel services and computers and Tour services and computer.
- Q7)** Explain the legal dimensions of computerization.
- Q8)** Explain the Anthony's framework for understanding MIS.
- Q9)** Critically examine the impact of computers on Society like India.
- Q10)** How does computer help in Tourism and Travel Management? Explain.