

(DTTM01)

Total No. of Questions : 10]

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P.G. DIPLOMA DEGREE EXAMINATION, MAY – 2017

TRAVEL AND TOURISM MANAGEMENT

Principles of Tourism

Time : 3 Hours

Maximum Marks :70

Answer any Five questions

All question carry equal marks

- Q1)** Discuss the meaning and elements of Tourism.
- Q2)** Explain the significance and growth of tourism in India in the recent past.
- Q3)** Write a note on Guides and Escorts.
- Q4)** Explain the importance of advertisements in Tourism.
- Q5)** Discuss economic factors and its impact on tourist.
- Q6)** Discuss the role of travel agency. Where are the advantages of using a travel agency?
- Q7)** How can you increase the effectiveness of an advertisements with regard to Tourism?
- Q8)** Explain the influence of technological environment on the Tourism.
- Q9)** Explain the relationship between economic development and tourism.
- Q10)** Write a short note on Tourist accommodations.



(DTTM 02)

Total No. of Questions : 10]

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P.G. DIPLOMA DEGREE EXAMINATION, MAY – 2017

TRAVEL AND TOURISM MANAGEMENT

Communication Skills

Time : 3 Hours

Maximum Marks: 70

Answer any five questions

All questions carry equal marks

- Q1)** Write a detailed note on communication.
- Q2)** Explain the barriers in sentence construction.
- Q3)** What are the merits and demerits of non-verbal communication?
- Q4)** What are different kinds of listening? Discuss their advantages and disadvantages.
- Q5)** Define conflict. Discuss different kinds of conflicts.
- Q6)** “The most significant characteristics of human race is the ability to communicate”. Discuss.
- Q7)** Write a note on Exchanges theory, Johari Window and Transactional analysis.
- Q8)** Define listening. Explain how to increase listening efficiency.
- Q9)** Write a short on Body language and its importance.
- Q10)** Discuss the importance of motivation in influencing interpersonal communication.



Total No. of Questions : 10]

(DTTM 03)

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P.G. DIPLOMA DEGREE EXAMINATION, MAY – 2017

TRAVEL AND TOURISM MANAGEMENT

Travel Agency Management

Time : 3 Hours

Maximum Marks: 70

Answer any five questions

All questions carry equal marks

- Q1)** Discuss the elements in Tourism Operations.
- Q2)** Explain the impact of technology on developing operations in travel agency.
- Q3)** What is meant by selling through distribution chains? Discuss.
- Q4)** How is Documentation done in Travel Agency? Explain.
- Q5)** What is meant by front office? What are its functions?
- Q6)** Define planning. Explain the planning stages in detail.
- Q7)** Enumerate the Management of In-home operations.
- Q8)** Explain how to deal with tourist transport supplier.
- Q9)** Briefly explain the tour operations role.
- Q10)** Explain the procedure for Marketing tourism packages.



(DTTM 04)

Total No. of Questions : 10] **[Total No. of Pages : 01**
P.G. DIPLOMA DEGREE EXAMINATION, MAY – 2017
TRAVEL AND TOURISM MANAGEMENT
Tourism Products

Time : 3 Hours

Maximum Marks: 70

Answer any five questions
All questions carry equal marks

- Q1)** Explain the nature, scope and characteristics of Service industry.
- Q2)** Define Marketing. Discuss the considerations for Marketing of Tourism products.
- Q3)** Discuss wild life and adventure tourism products.
- Q4)** Define ecology. Explain the characteristics and objectives of ecology.
- Q5)** Explain the growth of Indian resort market in detail.
- Q6)** Describe the positioning of health tourism.
- Q7)** Briefly explain the heritage circuits in India.
- Q8)** Write a note on Bhuvaneswar-Puri.
- Q9)** Explain the cultural aspects of Visakhapatnam and Narsaraopet.
- Q10)** List out some handicrafts and festivals of Kurnool circuit.



(DTTM 05)

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P.G. DIPLOMA DEGREE EXAMINATION, MAY – 2017
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)** Briefly discuss the role of computers in Management.
- Q2)** Define Information system. Explain the organization of information processing unit.
- Q3)** Define computer. Explain the classification of computers.
- Q4)** Explain the types of networks with the help of examples.
- Q5)** Discuss Decision Making process with the help of computers.
- Q6)** Explain how Media acts as an information tool to tourism.
- Q7)** Explain historical development of computers.
- Q8)** Discuss the role of technology in social life.
- Q9)** Explain privacy and confidential aspects of computerization.
- Q10)** Discuss the impact of Technology in Tourism Management.

