

(DTTM01)

Total No. of Questions : 10]

[Total No. of Pages : 01

**P.G. DIPLOMA DEGREE EXAMINATION, MAY – 2018**

**TRAVEL AND TOURISM MANAGEMENT**

**Principles of Tourism**

**Time : 3 Hours**

**Maximum Marks :70**

---

*Answer any five questions.*

*All questions carry equal marks.*

- Q1)** Explain the nature scope and characteristics of tourism.
- Q2)** What are the different components of tourism?.
- Q3)** What are the causes for the rapid growth of tourism in modern times? Explain the consequences of growth.
- Q4)** Write a brief history of tourism in India.
- Q5)** Write about the following:
- a) Tourist accommodation
  - b) Tour operators
  - c) Guides and escorts
- Q6)** Explain how transport is important in tourism.
- Q7)** Explain how to design a promotional event.
- Q8)** ‘Role of advertising in case of tourism’-Explain.
- Q9)** Prepare a proposal for evaluating Socio-cultural impacts of tourism.
- Q10)** Write about environmental impact of tourism.



**(DTTM02)**

**Total No. of Questions : 10]**

**[Total No. of Pages : 01**

**P.G. DIPLOMA DEGREE EXAMINATION, MAY – 2018  
TRAVEL AND TOURISM MANAGEMENT**

**Communication Skills**

**Time : 3 Hours**

**Maximum Marks :70**

---

**Answer any five questions.**

**All questions carry equal marks.**

- Q1)** What is the process involved in communication? Explain its each element.
- Q2)** Explain the 7'Cs of communication.
- Q3)** What is the role of non-verbal communication in the success of an organization?  
Explain with examples.
- Q4)** What is meant by active listening? What are the different stages of active listening?
- Q5)** Explain the interpersonal skills of manager.
- Q6)** Explain the things that you should not commit in public speaking.
- Q7)** Explain the objectives and features of good report. Also explain the various steps involved in drafting a report.
- Q8)** Discuss the communicational dimensions of multicultural business.
- Q9)** Explain the use of communication skills for media and public relations.
- Q10)** "Organizing the content and preparing an outline plays a vital role in presentation".  
Explain.



(DTTM03)

Total No. of Questions : 10]

[Total No. of Pages : 01

P.G. DIPLOMA DEGREE EXAMINATION, MAY – 2018

TRAVEL AND TOURISM MANAGEMENT

Travel Agency Management

Time : 3 Hours

Maximum Marks :70

---

Answer any five questions.

All questions carry equal marks.

- Q1)* Discuss about caring for customers in tourism.
- Q2)* Explain tourism operations in detail.
- Q3)* Describe inbound and out bound tour operations.
- Q4)* Explain the process of managing and marketing of tour packages.
- Q5)* Discuss the role of distribution and selling through distribution chains.
- Q6)* Explain about channels of distribution of travel agency management.
- Q7)* What is the process involved in managing a tour.
- Q8)* Explain the use of technology departmentalisation of travel agency.
- Q9)* Discuss in detail about house keeping sector.
- Q10)* Explain organised and unorganised management of front office.



(DTTM04)

Total No. of Questions : 10]

[Total No. of Pages : 01

**P.G. DIPLOMA DEGREE EXAMINATION, MAY – 2018**

**TRAVEL AND TOURISM MANAGEMENT**

**Tourism Products**

**Time : 3 Hours**

**Maximum Marks :70**

---

**Answer any five questions.**

**All questions carry equal marks.**

- Q1)** Explain the concept and characteristics of service industry.
- Q2)** Discuss about tourism product development and designing.
- Q3)** Describe the importance of religious tourism from the view point of Konark and Ajantha – Ellora.
- Q4)** Discuss about few adventure tourism products of your choice.
- Q5)** Define resorts and explain the types of resorts.
- Q6)** Discuss about resort designing and planning process.
- Q7)** Discuss the significance of Hill stations and museums as tourist destinations.
- Q8)** Describe the wildlife sanctuaries in India.
- Q9)** Discuss festivals of Vijayawada circuit.
- Q10)** Explain the contributions of Mangalagiri and Araku as tourist spots of A.P.



**(DTTM05)**

**Total No. of Questions : 10]**

**[Total No. of Pages : 01**

**PG DIPLOMA DEGREE EXAMINATION, MAY – 2018**

**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 the Role of computers in management.
- Q2)** Explain organization as an information processing unit in detail.
- Q3)** Explain evolution of computers in brief.
- Q4)** Define software networks and explain its types.
- Q5)** Analyse the nature and significance of MIS.
- Q6)** Explain Anthony framework for understanding computers.
- Q7)** Describe the use of computers in travel services.
- Q8)** What is internet? What are its uses to tourism industry?
- Q9)** Write about legal aspects with regards to privacy.
- Q10)** Discuss about computer and their impact on the society.

