

For Candidates Admitted From 2015-2017

2015-17 BTM 6EL ROLL NO.....
B.A./ B.Sc./B.Com./B.Com CA/ BBA DEGREE EXAMINATIONS,
SEMESTER – VI APRIL 2019
AIRPORT FORMALITIES

Time: 3 Hrs

Max. Marks: 75

PART - A (10 X 2 = 20)

Answer ALL Questions not exceeding 25 words each

1. Name three types of passport.
2. Name any two regulations / act applicable to foreigners in India.
3. Define residential permit.
4. How will you handle Unaccompanied Child Passengers?
5. Provide the abbreviation for the following visas; Tourist & employment.
6. What is add-on service for travel?
7. Who is exempted from producing vaccination certificate?
8. What is Transit visa?
9. Define a group (passengers).
10. What is weight concept checked baggage allowance?

PART - B (5 X 5 = 25)

Answer ALL Questions not exceeding 300 words each

11. a. How passenger arrival is handled?
(or)
b. Write the check-in procedure of groups.
12. a. Write different classes of Services.
(or)
b. Write the reasons for not accepting cabin baggages.
13. a. Write short note on cabin service.
(or)
b. Describe in-flight services.

14. a. List out the prohibited Items in Aircraft.

(or)

- b. Define terminal. Explain the facilities available at a terminal.

15. a. Write the features of tourist visa.

(or)

- b. Write in detail about Baggage and free Baggage Allowance.

PART - C (3X10 = 30)

Answer any THREE questions in about 1500 words each.

16. Write the step-by-step process of boarding a passenger inside the aircraft.
17. Write the immigration requirements pre-requisite to enter into India.
18. Discuss in detail about Arrival formalities, Immigration and Passport control.
19. Explain the following and its Importance in International Travel.
1. Health Certificate 2. Insurance 3. Currency
20. Trace the history of OAG and GDS.

For Candidates Admitted From 2015-2017

15 BTM 46S

REG.NO.....

**B.A. DEGREE EXAMINATIONS, APRIL 2019
TOURISM AND TRAVEL MANAGEMENT SEM :IV
BUSINESS COMMUNICATION AND PERSONALITY
DEVELOPMENT**

Time : 3 HRS.

Max.Marks: 75

PART -A (10 X 2 =20)

Answer ALL the questions not exceeding 25 words each

1. Office Etiquette Brief.
2. What is effective communication?
3. Name the skills for oral communication.
4. Write a note on basic skills for talking to people in business situation.
5. What is a business report?
6. What is official correspondence?
7. What is the purpose of holding group discussions at a Business school?
8. What is Bio-data?
9. Define Negotiation.
10. What is the purpose of holding the meeting?

PART -B (5 X 5 =25)

Answer ALL the questions not exceeding 300 words each

11. a. Explain about the role of communication in modern Tourism and Travel Industry.
(or)
b. Write a detailed note on barrier to effective communication?
12. a. Discuss about the listening skills.
(or)
b. Write a note on essentials of effective reading.
13. a. Describe about the characteristics of technical writing.
(or)
b. Write a note on the following:

i)Proposals ii)Paper

14. a. What aspects are to be considered for preparing curriculum vitae?

(or)

- b. Discuss principles of effective presentations.

15. a. List out the steps in negotiation process.

(or)

- b. Explain the role of language in the development of Business.

PART -C (3 X 10 =30)

Answer any THREE questions not exceeding 1500 words each

16. Discuss the psychological barriers to effective communication.
17. Write an essay on levels and types of listening.
18. Enumerate clearly the basic principles of business writing.
19. How does etiquette helps for the development of business ?
Explain.
20. Discuss the various types of meetings.

For Candidates Admitted From 2018

18 BTM 25A

REG. NO.....

B.A.DEGREE EXAMINATION, APRIL 2019

**SEMESTER - II TOURISM AND TRAVEL MANAGEMENT
BUSINESS ECONOMICS FOR TOURISM**

Time: 3 Hrs.

Max.Marks: 75

PART -A (10 X 2 = 20)

Answer ALL Questions not exceeding 25 words each

1. Expand LPG.
2. What is Tourism Demand?
3. What is meant by demand forecasting?
4. Name the types of demand.
5. What is Supply?
6. List the determinants of supply.
7. Expand BOT and BOP.
8. Mention any two positive economic impacts of tourism.
9. Expand FDI.
10. What is Green Field Investment?

PART - B (5 X 5 = 25)

Answer ALL Questions not exceeding 300 words each

11. a) What are the characteristics of business economics?
(or)
b) Mention any five differentiation between microeconomics and macroeconomics.
12. a) Write short notes on Law of Demand.
(or)
b) What are the determinants of demand factors?
13. a) What do you mean by supply and law of supply?
(or)
b) What are the factors affecting supply?

14. a) What do you understand by inflation and deflation?
(or)

b) Write note on multiplier effects.

15. a) Write the Impact of Tourism on Indian Economy.
(or)

b) Write the importance of FDI in tourism development.

PART-C (3 X 10 =30)

Answer any THREE Questions not exceeding 1500 words each

16. "The policy of Liberalization, Privatization and Globalization opened a new era in Tourism Development in India". Substantiate.
17. Explain the various methods of demand forecasting.
18. How the law of supply applied in tourism business? Explain.
19. Discuss in detail about Business Environment and Market Structure.
20. Discuss the role of public sector in tourism development with appropriate examples.

2015-17 BTM 63C

ROLL NO.....

B.A. DEGREE EXAMINATIONS, APRIL 2019

SEMESTER – VI TOURISM AND TRAVEL MANAGEMENT
BUSINESS TOURISM

Time: 3 Hrs

Max. Marks: 75

PART - A (10 X 2 = 20)

Answer ALL Questions not exceeding 25 words each

1. Define Business Tourism.
2. Expand the word - MICE.
3. What do you mean by Flotel?
4. Define Space selling.
5. Who is called Stakeholders?
6. Who is called buyers?
7. Define Marketing.
8. Define Branding.
9. What is Advertisement?
10. Define Ethics in Business.

PART-B (5X5=25)

Answer ALL Questions not exceeding 300 words each

11. a. Who is called stakeholder? and how will you classify them?
(or)
b. What is event? List our various types of events.
12. a. Write the role of venue and Accommodation in successful conduct of MICE.
(or)
b. Describe the stages in the organisational buying process that ultimate lead to a purchase.
13. a. Explain the functions of Advertising Agency.
(or)
b. Discuss in detail prospects of MICE business in India.
14. a. Write the nature, scope and importance of marketing analytics.
(or)

- b. Enumerate the marketing mix strategies for service.
15. a. What is brand portfolio management? Give some suitable example.

(or)

- b. Discuss the linkages between business and leisure tourism.

PART-C (3 X 10 =30)

Answer Any THREE Questions not exceeding 1500 words each

16. Explain the marketing environment factors for the tourism industry.
17. Describe the stages in the organisational buying process that ultimate lead to a purchase.
18. Discuss in detail about the role of Transport and ancillary services in Business Tourism.
19. Advertisement and sales promotions are inevitable in marketing - evaluate with example.
20. Write an essay on incentive travel.

2015-17 BTM 62C

ROLL NO.....

B.A. DEGREE EXAMINATIONS, APRIL 2019
SEMESTER – VI TOURISM AND TRAVEL MANAGEMENT
CUSTOMER RELATIONSHIP MANAGMENT

Time: 3 Hrs

Max. Marks: 75

PART - A (10 X 2 = 20)

Answer ALL Questions not exceeding 25 words each

1. What do you mean by CRM?
2. What is customer retention?
3. What is data storage?
4. What is data mining?
5. What do you mean by customer loyalty?
6. Name any two types of loyalty programmes.
7. SERVQUAL - Define.
8. What is service delivery?
9. Expand eCRM.
10. Write two softwares used for CRM.

PART - B (5 X 5 = 25)

Answer ALL Questions not exceeding 300 words each

11. a. Define CRM , Bring out the need for CRM in tourism.

(OR)

- b. Write short note in customer acquisition.

12. a) Write short note on customer information database.

(OR)

- b) Bring out the benefits of data warehouse.

13. a) Write short notes on customer loyalty management.

(OR)

- b) How will you plan customer loyalty programmes?

14. a) Outline the benefits of service quality.

(OR)

- b) Write notes on the concept of service capacity.

15. a) What are the benefits of eCRM?

(OR)

- b) Write short notes on ethical issues in CRM.

PART - C (3 X 10 = 30)

Answer any THREE Questions not exceeding 1500 words each

16. Write an essay on market segmentation.
17. Explain the uses of data mining.
18. Explain the types of customer loyalty programmes.
19. Explain the process of service capacity planning.
20. Discuss the emerging technologies in CRM.

For Candidates Admitted From 2015-2017

15BTM44C

ROLL NO.....

B.A. DEGREE EXAMINATIONS, APRIL 2019

SEMESTER - IV

TOURISM AND TRAVEL MANAGEMENT

DESTINATION DEVELOPMENT AND MANAGEMENT

Time: 3 Hours

Max. Marks: 75

PART - A (10 x 2 = 20 marks)

Answer ALL the questions not exceeding 25 words each.

1. Define Destination.
2. What is tourist friendly destination concept?
3. What is the use of SWOT analysis?
4. Define: DMS.
5. What is destination image?
6. Give a brief note on destination branding.
7. State any four distribution channels.
8. What is marketing mix?
9. Who are the stakeholders in destination promotion?
10. What is publicity?

PART - B (5 x 5 = 25 marks)

Answer ALL Questions not exceeding 300 words each.

11. a) Describe the various types of destinations.
(or)
b) Write a note on destinations as tourism products.
12. a) Explain the guidelines for destination planning.
(or)
b) Expound the destination selection process.
13. a) Explicate the development of destination image.
(or)
b) What are the challenges in destination branding? - Describe.
14. a) Write a note on marketing mix.
(or)
b) List out the marketing strategies for tourism destinations.
15. a) Explain the importance of Destination Promotion.
(or)
b) Write a note on destination competitiveness.

PART - C (3 x 10 = 30 marks)

Answer any THREE questions not exceeding 1500 words each.

16. State and explain the characteristics of destination.
17. Give an account on the destination management systems.
18. Write an essay on the measurement of destination image.
19. Discuss the six 'A' framework for tourism destinations.
20. Explain in detail the role of public private partnership in destination promotion.

For Candidates Admitted From 2018

18 BTM 23C

REG. NO.....

**B.A.DEGREE EXAMINATION, APRIL 2019
SEMESTER - II TOURISM AND TRAVEL MANAGEMENT
GLOBAL TOURISM GEOGRAPHY**

Time: 3 Hrs.

Max.Marks: 75

PART -A (10 X 2 = 20)

Answer ALL Questions not exceeding 25 words each

1. Define tourism?
2. What do you mean by geography?
3. What is called time zone?
4. Write a short note on latitudes and longitudes?
5. Write any four countries with codes in TC2 ?
6. Define global indicator?
7. What are the major modes of transport?
8. Write a short note on air travel?
9. Explain in brief about Eurail?
10. Write the time difference between a. India and Singapore
b. India and Dubai.

PART -B (5 X 5=25)

Answer ALL Questions not exceed in 300 Words each

11. a. Describe the geographical feature of India?
(or)
b. Name any five airports and the codes of India?
12. a. Write a note on Itinerary.
(or)
b. What is International Date line.
13. a. Explain in details about the Global Indicator?
(or)
b. Write a detailed note on IATA?
14. a. Encode the following cities.
a. Dubai b. Sydney c. Bangkok d. New Delhi e. London
(or)
b. Decode the following International Airport.
a. SIN b. KUL c. MNL d. HNK e. AMD

15. a. Write a note on Transport system in Middle East.
(or)

- b. List out 12 countries with Capital city under Tc Area/ - III.

PART -C (3 X 10 = 30 Marks)

Answer any THREE Questions not exceed in 1500 Words each

16. Explain in detail about the importance of geography in air travels?
17. Explain the transport system and its connection in tourism development in Africa.
18. Elaborate in detail about the IATA Traffic conference areas.
19. Describe the importance of transport system in the promotion of domestic tourism in India.
20. Discuss in detail about the transport system of Europe and Trans- Siberian.

For Candidates Admitted From 2015 - 2017
15BTM43C **ROLL NO.....**
B.A.DEGREE EXAMINATION, APRIL 2019
SEMESTER-IV TOURISM AND TRAVEL MANAGEMENT
HUMAN RESOURCE MANAGEMENT

Time: 3 Hrs **Max.Marks: 75**

PART -A (10 X 2 = 20 MARKS)

Answer ALL Questions not exceeding 25 words each

1. Define HRM?
2. Who is called HR MANAGER?
3. What is called Recruitment?
4. Write a short note on training?
5. Explain career development
6. What is retention?
7. What is called salary?
8. Define incentive?
9. Write a short note on industrial relation?
10. What is audit?

PART -B (5 X 5 =25 Marks)

Answer ALL Questions not exceed in 300 Words each

11. A. Describe the importance of HRM?

OR

- B.What are the major roles play by a HR manager?

12. A. Write a short note on orientation?

OR

- B.What are the advantages of performance appraisal?

13. A. Explain the term promotion?

OR

- B.What are the effective ways of managing the career?

14. A.What are the factors determining the pay rules?

OR

- B.Explain the advantages and disadvantages time wages system?

15. A.What are the major objective of industrial relations?

OR

- B.Explain the main purpose of HR audit.

PART -C (3 X 10 = 30 Marks)

Answer any THREE Questions not exceed in 1500 Words each

16. Draw the organizational structure of HR department and explain its various functions
17. What are the major steps involved in recruitment and selection process?
18. Explain the major steps included in developing managing in an organization
19. Enumerate the different types of incentive plans?
20. Describe why industrial relations are important.

For Candidates Admitted From 2015-2017

15 BTM 61C

REG. NO.....

B.A.DEGREE EXAMINATION, APRIL 2019

**SEMESTER - VI TOURISM AND TRAVEL MANAGEMENT
TOURISM ENTREPRENEURSHIP**

Time: 3 Hrs.

Max.Marks: 75

PART -A (10 X 2 = 20)

Answer ALL Questions not exceeding 25 words each

1. What is Entrepreneurship?
2. Expand : EDP.
3. Who is a technocrat entrepreneur?
4. Mention Three qualities of an entrepreneur?
5. Expand SIDBI, NABARD and IDBI.
6. What is project identification?
7. What do you mean by business plan?
8. What is your understanding of District Industries Centre (DIC)?
9. Expand : CODISSIA, SMEs and SIMA.
10. Write Three Institutions of Entrepreneurial Education.

PART - B (5 X 5 = 25)

Answer ALL Questions not exceeding 300 words each

11. a. Write various theories of Entrepreneurship.
(or)
b. Write the nature and importance of entrepreneurship.
12. a. Give any five difference between Entrepreneur and Professional Manager.
(or)
b. What are the characteristics of an entrepreneur?
13. a. Write the steps in project identification.
(or)
b. Write about any one funding organization for tourism and travel businesses.
14. a. Discuss the Role of Financial Institutions in supporting Entrepreneurs.
(or)

- b. Write a short note on women Entrepreneurs and the problem faced by them.

15. a. What are the types of small scale industry?
(or)

- b. Mention the small scale businesses related to tourism and travel industry.

PART-C (3 X 10 =30)

Answer any THREE Questions not exceeding 1500 words each

16. Explain the classification and types of entrepreneurship.
17. Explain the role of entrepreneurship in economic development in India.
18. Explain the stages in project formulation and Budgeting process.
19. Discuss the role played by the following enterprises in the promotion of tourism. i) Zoom cars ii) OYO Room iii) Goibibo
20. List out the opportunities for entrepreneurs in tourism industry.

For Candidates Admitted From 2015-2017

15 BTM 45A

REG. NO.....

B.A.DEGREE EXAMINATION, APRIL 2019

**SEMESTER-IV TOURISM AND TRAVEL MANAGEMENT
ECO TOURISM**

Time: 3 Hrs.

Max.Marks: 75

PART -A (10 X 2 = 20)

Answer ALL Questions not exceeding 25 words each

1. Define Eco tourism?
2. Write any two benefits of Eco Tourism?
3. Explain in short about bio diversity?
4. Name any two Eco tourist spots in Tamilnadu?
5. What is carrying capacity?
6. Write a short note on communal tourism?
7. What are the objectives of EIA?
8. Define ecological foot point?
9. What are called Buffer Zones?
10. Write a short note on cultural tourism?

PART -B (5 X 5 =25 Marks)

Answer ALL Questions not exceed in 300 Words each

11. a. What are the major benefits of Eco tourism?
(or)
b .Explain about conservation Eco tourist spots?
12. a. Describe the importance of bio diversity?
(or)
b. What are called buffer zone?
13. a. Write a short note on community based tourism?
(or)
b. Explain about the importance of tourism ethics?
14. a. What are the importance of EIA?
(or)
b. Explain the stages of destination life cycle?

15. a. Describe the benefits of tourism on society?

(or)

- b. Explain the contribution of tourism in the Indian economics?

PART -C (3 X 10 = 30 Marks)

Answer any THREE Questions not exceed in 1500 Words each

16. Write in detail about the major characteristics of Eco system?
17. What are the major reasons for the loss of bio diversity?
18. Describe the impact of mass tourism?
19. Explain in detail about ecological footprints?
20. What are the major impacts of tourism on environment?

For Candidates Admitted From 2015-2017

2015-17 BTM 64S/65S ROLL NO.....
B.A. DEGREE EXAMINATIONS, APRIL 2019
SEMESTER – VI TOURISM AND TRAVEL MANAGEMENT
E- TOURISM

Time: 3 Hrs

Max. Marks: 75

PART - A (10 X 2 = 20)

Answer ALL Questions not exceeding 25 words each

1. What is E-Tourism?
2. Why is the Tourism industry importance?
3. What is GDS in Travel ?
4. What is CRS?
5. What is C to B Business?
6. What is B to B Product?
7. What is meaning of E-Tourism promotion?
8. Define Online shopping.
9. Expand : BSP, GPS, GDS.
10. Who is direct Employee?

PART-B (5 X 5 =25)

Answer ALL Questions not exceeding 300 words each

11. a. How did information technology has affect the Tourism industry?
(or)
b. Explain the tactical and operational use of IT in Tourism.
12. a. Explain the billing and settlement plan.
(or)
b. Describe the challenges in CRS.
13. a. How do you become a Tour operator?
(or)
b. Highlights the C to C Co-creation practices in Tourism.
14. a. List out the 5 basic types of E-Promotion.
(or)

- b. What are the advantage of E-Marketing?
15. a. How do you retain the Customer?
(or)
b. Describe the details for internet marketing of Tourism product.

PART- C (3 X 10 =30)

Answer Any THREE Questions not exceeding 1500 words each

16. How mobile technology is revolutioning the Travel industry?
17. What are the difference between CRS and GDS?
18. What are the factor to be considered while starting a Tourism Business?
19. List out the benefits of Social Media.
20. Highlight the economic implications A Future of E-Tourism in detail.

For Candidates Admitted From 2018

18BTM24C

ROLL NO.....

B.A. DEGREE EXAMINATIONS, APRIL 2019

SEMESTER - II

TOURISM AND TRAVEL MANAGEMENT

TOURISM RESOURCES IN INDIA - I

Time: 3 Hours

Max. Marks: 75

PART - A (10 x 2 = 20 marks)

Answer ALL the questions not exceeding 25 words each.

1. What is meant by Backwater?
2. What is the speciality of Bodh Gaya?
3. Give a brief note on Ajanta cave.
4. What is peninsular?
5. Where is Kaziranga National Park located?
6. Write four Historical monuments of Tamilnadu
7. What is paragliding?
8. State the places of Scuba diving in India.
9. What is rural tourism?
10. Give a brief note on Sundarbans Boat Cruise.

PART - B (5 x 5 = 25 marks)

Answer ALL Questions not exceeding 300 words each.

11. a) Explain the features of Indian Geography.
(or)
b) Bring out the uniqueness of Indian states.
12. a) Describe the famous beaches in south India.
(or)
b) Expound the islands in India.
13. a) List out the popular National Parks in South India.
(or)
b) Write a note on Wetlands.
14. a) Explain the role of museums in Indian tourism.
(or)
b) What are the famous palaces in south India? - Explicate.
15. a) Bring out the features of 'Palace on wheels'.
(or)
b) Describe the development of sports tourism in India.

PART - C (3 x 10 = 30 marks)

Answer any THREE questions not exceeding 1500 words each.

16. State and explain the man-made tourism resources in south India.
17. Give an account on the hill stations in North India.
18. Explain in detail the famous wildlife sanctuaries in India.
19. Write an essay on adventure tourism in India.
20. India is a land of all seasons - Justify.
