

**PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)**

**BSc DEGREE EXAMINATION DECEMBER 2017
(Fifth Semester)**

Branch - CATERING SCIENCE & HOTEL MANAGEMENT

TRAVEL & TOURISM MANAGEMENT

Time : Three Hours

Maximum : 75 Marks

SECTION-A (20 Marks!)

Answer **ALL** questions

ALL questions carry **EQUAL** marks (10 x 2 = 20)

- 1 Define tourism.
- 2 What is a tourism product?
- 3 Define mass tourism.
- 4 What is called transportation?
- 5 What is the term of motivation?
- 6 What is called centric approach?
- 7 Define passenger transport.
- 8 List out any two features of hospitality service.
- 9 Mention the role of travel agency.
- 10 Define the meaning of E-tourism.

SECTION - B (25 Marks)

Answer **ALL** Questions

ALL Questions Carry **EQUAL** Marks (5 x 5 = 25)

- 11 a What are the basic components of tourism?
OR
b Differentiate the positive and negative impacts of tourism.
- 12 a Describe the development of tourism through ages.
OR
b Explain the mode of transportation.
- 13 a Explain about the evolution of travel motivation.
OR
b Discuss the tourist decision process.
- 14 a Explain the importance of transport services.
OR
b Briefly explain about evolution of hospitality service.
- 15 a Explain the evolution of travel agency business.
OR
b Discuss about concepts of tour packaging.

SECTION - C (30 Marks)

Answer any **THREE** Questions

ALL Questions Carry **EQUAL** Marks (3 x 10 = 30)

- 16 Differentiate the old age and new age of tourism. Explain.
- 17 Describe the history of travel during earlier period.
- 18 Explain in detail about future trends in travel.
- 19 Enumerate the importance of transport service in hotel industry.
- 20 Discuss the package tour and its increasing demand and value of tour brochures.