

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
BVoc DEGREE EXAMINATION MAY 2025
(Second Semester)
Branch - **HOSPITALITY MANAGEMENT**
TRAVEL & TOURISM OPERATIONS

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** marks

(10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	Eco tourism relates to _____ (a) Economic system (b) Nature (c) Financial system (d) E-commerce	K1	CO1
	2	The main purpose of travel and tourism can be _____ (a) Business (b) Pleasure (c) Pilgrimage (d) All of the above	K2	CO1
2	3	International tourism helps to earn _____ (a) Goodwill (b) Foreign Exchange (c) Image Building (d) Collaborative Business	K1	CO2
	4	_____ is the cultural capital of India (a) Mumbai (b) Financial system (c) Delhi (d) E-commerce	K2	CO2
3	5	Prospecting is one of the _____ skills required in tourism. (a) Sales technique (b) Nagpur (c) Analyzing technique (d) Conceptual	K1	CO3
	6	Availability of trained _____ is essential for tourism (a) Caterers (b) Hoteliers (c) Candidates (d) Manpower	K2	CO3
4	7	_____ is not the example of using a pull marketing. (a) Social media (b) Advertising (c) Personal selling (d) Billboards	K1	CO4
	8	_____ is a very powerful pull marketing strategy for tourism products. (a) Exhibitions (b) Trade show promotion (c) Sales promotion (d) Word of mouth	K2	CO4
5	9	The most basic level of tourism product is called _____ (a) Augmented (b) Expected (c) Core (d) Potential	K1	CO5
	10	Which of the following type of catering is for passengers travelling by buses and private vehicles? _____ (a) Airline Catering (b) Ship Catering (c) Railway Catering (d) Surface Catering	K2	CO5

Cont...

SECTION - B (35 Marks)
 Answer ALL questions
 ALL questions carry EQUAL Marks

(5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Write a short note on Airline Geography	K3	CO1
	(OR)			
	11.b.	Draft a full structured tour itinerary for any international destination from India for one-week	K4	
2	12.a.	Write a note on nature of tourism product	K3	CO2
	(OR)			
	12.b.	Write a short note on Managing Historic Site	K4	
3	13.a.	Discuss the importance of customer satisfaction	K4	CO3
	(OR)			
	13.b.	Write a short note on Tourism legislation		
4	14.a.	Discuss the important factors to be considered for tourism planning	K2	CO4
	(OR)			
	14.b.	Discuss the role of public sector in tourism development	K3	
5	15.a.	Explain about recent trends in travel industry	K4	CO5
	(OR)			
	15.b.	Enumerate on different types of tourism	K3	

SECTION -C (30 Marks)
 Answer ANY THREE questions
 ALL questions carry EQUAL Marks

(3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	What is IATA and explain its role and functions.	K5	CO1
2	17	Describe the components of tourism in detail	K3	CO2
3	18	Explain the procedure for handling customer complaints	K4	CO3
4	19	Discuss about development of community tourism	K4	CO4
5	20	Discuss about Future Trends in tourism industry	K5	CO5