

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BSc DEGREE EXAMINATION DECEMBER 2022
(Fifth Semester)

Branch – CATERING SCIENCE AND HOTEL MANAGEMENT

TOURISM AND EVENT MANAGEMENT

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (10 x 1 = 10)

- 1 Which of the following is a second component of tourism?
(i) Hawker (ii) catering
(iii) Transport (iv) Tour operator
- 2 Which of the following is a cultural tourist attraction?
(i) Museum (ii) National Park
(iii) Art's (iv) Music
- 3 ----- of tourism product is one of the important features of the tourism industry.
(i) Independence (ii) Interdependence
(iii) Irrelevance (iv) conflicts
- 4 The most basic level of tourism product is called-----Product.
(i) Augmented (ii) Expected
(iii) core (iv) Potential
- 5 -----is a type of travel agent that deals with all kinds of services.
(i) Full service agency (ii) play travel agent
(iii) tour operator (iv) ground operator
- 6 ----- Tour operators provide travel services within the tourists native country.
(i) In found (ii) domestic
(iii) outbound (iv) ground
- 7 Events can be classified on the basis of their
(i) Size and types (ii) Location
(iii) Budget (iv) chief guest
- 8 Which one is elements of event?
(i) Core concept (ii) normal concept
(iii) Automatic (iv) marketing concepts
- 9 Which among the following is not an even planning tool?
(i) Maps (ii) Creative brief
(iii) models (iv) Run sheet
- 10 Mishaps in an event.
(i) Even-planning (ii) Event insurance
(iii) Liasion agreement (iv) Traffic manager

Cont...

SECTION - B (25 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks (5 x 5 = 25)

- 11 a Describe the elements of tourism.
OR
b Point out the 4 basic travel motivators.
- 12 a Discuss the main constituents of tourism industry.
OR
b Highlight the characteristics of tourism products.
- 13 a Explain the various types of travel agencies.
OR
b Discover the stages of visa processing.
- 14 a Describe the different categories of events.
OR
b Point out the 5c's inherent to the process of event design.
- 15 a State the 5 c's of event management.
OR
b How do you handle crowd management?

SECTION -C (40 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks (5 x 8 = 40)

- 16 a Outline the positive and negative impacts of tourism.
OR
b Explain the various types of tourism.
- 17 a Examine the different types of tourism products.
OR
b Narrate the essay on old age and new age tourism.
- 18 a Explain the role and functions of international tourism organization.
OR
b Highlight the different types of package tour.
- 19 a Discuss the team management and discover the benefits.
OR
b Enumerate the seven facets of event design.
- 20 a Select the emerging trends in event management.
OR
b Outline the risk involved in event's.

Z-Z-Z

END