

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BVoc DEGREE EXAMINATION MAY 2024
(Second Semester)

Branch – HOSPITALITY MANAGEMENT

TRAVEL AND 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	Itinerary is also known as _____. (i) Tour plan (ii) Travel facilities (iii) Tour product (iv) Tour services	K1	CO1
	2	The main purpose of travel and tourism can be _____. (i) Business (ii) Pleasure (iii) Pilgrimage (iv) All of the above	K2	CO1
2	3	International tourism helps to earn _____. (i) Goodwill (ii) Foreign Exchange (iii) Image Building (iv) Collaborative Business	K1	CO2
	4	Eco tourism relates to _____. (i) Economic system (ii) Financial system (iii) Nature (iv) E-commerce	K2	CO2
3	5	Tourism sector creates more _____ opportunities. (i) Job (ii) Fund raising (iii) Profit making (iv) Attractive	K1	CO3
	6	India needs to change its _____ marketing approach to modern marketing approach for developing Tourism. (i) Planning (ii) Organising (iii) Traditional (iv) Management	K2	CO3
4	7	The place at which a traveller terminates his journey is called _____ (i) Destination (ii) Domestic Tourism (iii) Excursionist (iv) Mass tourism	K1	CO4
	8	_____ is a very powerful pull marketing strategy for tourism products. (i) Exhibitions (ii) Trade show promotion (iii) Sales promotion (iv) Word of mouth	K2	CO4
5	9	The most basic level of tourism product is called _____. (i) Augmented (ii) Expected (iii) Core (iv) Potential	K1	CO5
	10	Tourism destination planning relates to planning of _____. (i) Carvings (ii) Sculptures (iii) Architecture (iv) Places	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.	Explain Tour Itinerary and list out Basic information required for planning an Itinerary.	K3	CO1
	(OR)			
	11.b.	Discuss about IATA and its role in Tourism industry.	K4	CO1
2	12.a.	What are the different elements of tourism product?	K3	CO2
	(OR)			
	12.b.	Write a short note on Cost benefit analysis.	K4	CO2
3	13.a.	Discuss the importance of customer satisfaction.	K4	CO3
	(OR)			
	13.b.	Write a short note on Eco Tourism in India.	K4	CO3
	14.a.	What are the barrier to the travelers?	K2	CO4
	(OR)			
	14.b.	Define Community tourism and its objective.	K3	CO4
5	15.a.	Narrate recent trends in travel industry.	K4	CO5
	(OR)			
	15.b.	Write a note on Aviation industry in India.	K3	CO5

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	Draft a full structured tour itinerary for any international destination from India for 5 D /6 N.	K5	CO1
2	17	Explain the types of tourism products.	K3	CO2
3	18	Appraise the various impacts of tourism.	K4	CO3
4	19	Discuss about development of tourism promotion in India.	K4	CO4
5	20	Discuss about Changing Scenario of the tourism industry.	K5	CO5

Z-Z-Z

END