

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)

BVoc DEGREE EXAMINATION DECEMBER 2022  
(Second Semester)

Branch – HOSPITALITY MANAGEMENT

TOURISM OPERATIONS

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(5 x 1 = 5)

1. A roadside hotel designed primarily for motorists  
(i) Inns (ii) Cabana  
(iii) Motel (iv) Resorts
2. \_\_\_\_\_ is a plan of a journey, including the route and the places that will be visited.  
(i) Menu (ii) Brochure  
(iii) Itinerary (iv) None of the above
3. A document issued by the Government entitling a citizen to travel abroad  
(i) Visa (ii) Passport  
(iii) Green Card (iv) Permit card
4. Tourism promotion has to focus on  
(i) Airlines (ii) Travel agents  
(iii) Potential travelers (iv) All the above
5. The pioneer of modern mass tourism who organized the first package tour  
(i) Pascal (ii) Thomas Cook  
(iii) Henry Ford (iv) Mark Twain

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

6. a. Explain the tourism marketing process?  
OR  
b. Outline the nature of tourism market?
7. a. Explain the process of planning the itenary?  
OR  
b. Describe the procedures of calculation of tour cost?
8. a. What are the characteristics of tourism product?  
OR  
b. Explain the various types of tourism product?
9. a. Describe the concept of pricing?  
OR  
b. What are the methods of price fixation?
- 10.a. Describe the objective of promotion?  
OR  
b. Explain in detail about the promotion mix?

Cont...

**SECTION -C (30 Marks)**

Answer ALL questions

ALL questions carry EQUAL Marks (5 x 6 = 30)

11. a. Explain the growth of tourism market.  
OR  
b. What are the factors affecting Indian Tourism Market?
12. a. Describe various types of package tours with example.  
OR  
b. Explain the basic information to construct an itinerary.
13. a. Describe the various elements of tourism products.  
OR  
b. Describe the nature of tourism product.
14. a. Explain the factors influencing the tourism pricing.  
OR  
b. Discuss the various methods of price fixation.
15. a. Explain the various tourism promotional tools.  
OR  
b. What are the factors affecting the promotional mix.

Z-Z-Z

END