

(6 pages)

**Reg. No. :** .....

**Code No. : 22835 E      Sub. Code : JMTO 22/  
SMTTO 22**

B.A. (CBCS) DEGREE EXAMINATION,  
NOVEMBER 2018.

Second Semester

Tourism and Hospitality Management — Main

BUSINESS COMMUNICATION

(For those who joined in July 2016 and afterwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. A Tour operator is responsible for delivering the
  - (a) Product
  - (b) Services
  - (c) Air-tickets
  - (d) Guide lines

2. The English Word 'Tour' is derived from \_\_\_\_\_ languages.  
(a) Greece (b) Rome  
(c) German (d) Latin
3. The Annual Report prepared by  
(a) Secretary (b) Manager  
(c) Cashier (d) Operator
4. Which one is the Routine report among the following  
(a) Formal Report (b) Oral Report  
(c) Written Report (d) Progress Report
5. A travel agent himself is  
(a) An information collector  
(b) An operator  
(c) A widely travelled person  
(d) An explorer of new destination
6. The scope and range of Travel agency operations would depend on the  
(a) Capacity of the agency  
(b) Size of agency  
(c) Money  
(d) None of the above

7. Letters are the most important means of
- (a) Progress report
  - (b) Internal communication
  - (c) Written communication
  - (d) External communication
8. A Good speaker keeps sense of ———.
- (a) Angry
  - (b) Humour
  - (c) Happy
  - (d) Sorrow
9. The word 'Discuss' is derived from the Latin word
- (a) Tarius                      (b) Tornus
  - (c) Discutere                (d) Shake
10. The group decision making technique known as
- (a) Brainstorming
  - (b) Delphi Technique
  - (c) Nominal group technique
  - (d) Committee meetings

## PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) List out the importance of communication in Tourism.

Or

- (b) Write a short note on Inbound Tour operator.

12. (a) What are the objectives of preparing a project Report?

Or

- (b) Give an account of the Principles of drafting a report.

13. (a) Point out the characteristics of Whole sale Travel Agents.

Or

- (b) Write a short note on the requirements of the Travel Agents.

14. (a) Give an account of the conversational style.

Or

- (b) Describe the Public relations aspect.

15. (a) What is Discussion? Explain.

Or

- (b) Trace about the Group Think.

PART C — ( $5 \times 8 = 40$  marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 600 words.

16. (a) Write an essay on the kinds of Business letters.

Or

- (b) Critically analyse the functions of Travel Agency.

17. (a) List out the characteristic of a Good Report.

Or

- (b) Analyse the various types of Reports.

18. (a) Discuss the growth of Travel in the Middle Ages.

Or

- (b) Write an essay on the organization of Travel.

19. (a) Examine the salient features of effective letters.

Or

- (b) Trace the communication skills for the business progress in Tour.

20. (a) Give an account of the advantages of Group Discussion.

Or

- (b) Sketch the different group decision making Techniques.
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**Reg. No. :** .....

**Code No. : 22833 E      Sub. Code : JMTO 12/  
JMHT 12/SMTO 12/  
SMHT 12**

B.A. (CBCS) DEGREE EXAMINATION,  
NOVEMBER 2018.

First Semester

Tourism and Hospitality Management – Main

COMMUNICATION SKILLS

(For those who joined in July 2016 and afterwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer:

1. Effective ————— is all about conveying your message to other people clearly and unambiguously.  
(a) communication      (b) non verbal  
(c) monologue          (d) none

2. The various forms of \_\_\_\_\_ include monologue, soliloquy, dialogue, short conversation and long conversation.
- (a) written communication
  - (b) oral communication
  - (c) formal communication
  - (d) informal communication
3. Head quarter of World Tourism Organisation is situated in
- (a) Switzerland                      (b) Greece
  - (c) Italy                                (d) Spain
4. Secretary – General of General Assembly of World Tourism organization was elected in every \_\_\_\_\_.
- (a) Four year                      (b) Five year
  - (c) Six year                        (d) Three year
5. Identify the following
- “I don’t accept your views on Women’s right”.
- (a) Greeting                      (b) Agreement
  - (c) Disagreement                (d) Question



6. A feature of telephone system that restricts users from making toll calls is \_\_\_\_\_.  
(a) Auto redial (b) Call waiting  
(c) Call back (d) Call return
7. Which is not the plosive?  
(a) t (b) g  
(c) d (d) r
8. Identity the error in the following.  
She is one of the best student in the classroom.  
(1) (2) (3) (4)  
(a) '1', '2' and '3' (b) '3' alone  
(c) '2' and '3' (d) '2' alone
9. People with sound public speaking skills are better equipped to excel in their \_\_\_\_\_.  
(a) careers (b) communities  
(c) schools (d) all the above
10. \_\_\_\_\_ is the most basic ethical guideline for public speaking.  
(a) Allow no questions from people who disagree  
(b) Interpret the truth as needed  
(c) Take no responsibility for the audience's well-being  
(d) Tell the audience the truth

## PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) Comment on the importance of communication in Tourism.

Or

- (b) “Communication is a two way process”  
Explain.

12. (a) Differentiate written and oral communication.

Or

- (b) What are the barriers in communication?

13. (a) How can grammar be useful spoken English?

Or

- (b) What are the functions of language?

14. (a) What do you know about phonetics?

Or

- (b) What is meant by critical reading?

15. (a) What are the traits of an effective speech?

Or

- (b) “Best speech is the output of a best verbal communication” – Explain.

## PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 600 words.

16. (a) What do you know about the process of communication? Explain its purpose.

Or

- (b) Trace the origin and growth of tourism.

17. (a) What are the major barriers in communication? How can one overcome these barriers?

Or

- (b) Write an elaborate explanation on electronic media in communication.

18. (a) Write an essay on applied grammar.

Or

- (b) How can conversation be significant in the growth of tourism? Examine.

19. (a) “Reading Maketh a full mans conferences a ready man and written an exact man” – explain with reference to tourism.

Or

- (b) Write an essay on fricatives in phonetics.

20. (a) Write an effective speech on the topic “Global Warming”.

Or

- (b) Write a critical appreciation of a film, you saw recently.
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**Reg. No. :** .....

**Code No. : 22856 E      Sub. Code : JSTO 3 A/  
SSTO 3 A**

B.A. (CBCS) DEGREE EXAMINATION,  
NOVEMBER 2018

Third Semester

Tourism and Hospitality Management – Main

Skill Based Subject — COMPUTER APPLICATION TO  
TOURISM

(For those who joined in July 2016 and afterwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. ROM stands for \_\_\_\_\_
  - (a) Read only memory
  - (b) Random only memory
  - (c) Redo only manage
  - (d) Redo only memory

2. \_\_\_\_\_ component is used in first generation computer.
- (a) Transistor
  - (b) Vacuum tubes
  - (c) Circuit
  - (d) Wires
3. Which is an interface between hardware and software
- (a) OS
  - (b) Software
  - (c) Data
  - (d) Circuit
4. Which of the following is not a type of OS.
- (a) Windows
  - (b) Linux
  - (c) Mouse
  - (d) None of these
5. Shortcut key to underline the text \_\_\_\_\_
- (a) Ctrl + l
  - (b) Ctrl + u
  - (c) Ctrl + A
  - (d) Ctrl + b

6. Formula to calculate the total in MS – Excel \_\_\_\_\_
- (a)  $\text{Sum} = A1 + A2 + A3$
  - (b)  $\text{Sum} = A1 * A2 * A3$
  - (c)  $\text{Sum} = A1 * A2 + A3$
  - (d)  $\text{Sum} = A1 - A2 + A3$
7. Shortcut key for run the power point slide is \_\_\_\_\_
- (a) F4
  - (b) F5
  - (c) F6
  - (d) F8
8. Shortcut key for insert a new slide is \_\_\_\_\_
- (a) Ctrl+M
  - (b) Ctrl+N
  - (c) Ctrl+S
  - (d) F1
9. WAN stands for \_\_\_\_\_
- (a) Wide area network
  - (b) World access network
  - (c) Wide area node
  - (d) None

10. FTP stands for \_\_\_\_\_

- (a) File transmit proton
- (b) File transfer protocol
- (c) File transmit prototype
- (d) Format transfer proton

PART B — ( $5 \times 5 = 25$  marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) Explain any five output devices.

Or

- (b) Explain about computer and draw its block diagram.

12. (a) Explain about MS – DOS.

Or

- (b) Explain about customising tool bar.

13. (a) What is spreadsheet? Explain its features.

Or

- (b) Explain about editing menu in MS – Word.



14. (a) Explain about template in MS – powerpoint.

Or

- (b) Explain about features of power point.

15. (a) Define :

- (i) Web page
- (ii) Web site

Or

- (b) Define topology and its types.

PART C — ( $5 \times 8 = 40$  marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 600 words.

16. (a) Discuss about generation of computer.

Or

- (b) Explain briefly about printer and its types.

17. (a) Explain briefly about functions of operation system.

Or

- (b) Explain briefly about multiprogramming operating system.

18. (a) Discuss about mail merge.

Or

(b) Discuss about formulas and functions in MS – Excel.

19. (a) Describe about transition effect in power point.

Or

(b) Explain briefly about Macro enabled power point presentation.

20. (a) Explain about tour manager and its features.

Or

(b) Explain briefly about protocol and its types.

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**Reg. No. :** .....

**Code No. : 22840 E      Sub. Code : JMTO 5 A**

B.A. (CBCS) DEGREE EXAMINATION,  
NOVEMBER 2018.

Fifth Semester

Tourism and Hospitality Management — Main

Elective — ECONOMICS OF TOURISM

(For those who joined in July 2017 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Which is considered as the backbone of Hospitality Industry?  
(a) Accommodation      (b) Motels  
(c) Transportation      (d) Hospitals
2. In which year do the tourism funding corporation formed \_\_\_\_\_.  
(a) 1989      (b) 1992  
(c) 1960      (d) 1958

3. International tourism earns a lot of \_\_\_\_\_.  
(a) advertising (b) transporting  
(c) profit (d) foreign exchange
4. One of the components of tourism product is \_\_\_\_\_.  
(a) price (b) research  
(c) market (d) sale
5. Name the Indian Prime Minister who introduced the system of privatisation?  
(a) Deva Gowda (b) Narasimha Rao  
(c) Rajiv Gandhi (d) Manmohan Singh
6. International tourism promotes \_\_\_\_\_.  
(a) Heritage tourism  
(b) Sports tourism  
(c) International tourism  
(d) Peace tourism
7. The Tourist Development Council was found in \_\_\_\_\_.  
(a) 1950 (b) 1958  
(c) 1962 (d) 1948

8. Identify the main component of tourism marketing
- (a) demand (b) distribution  
(c) supply (d) profit
9. State the five year plan, from which the fund was allotted for the development of tourism in India
- (a) First Five Year Plan  
(b) Third Five Year Plan  
(c) Fourth Five Year Plan  
(d) Second Five Year Plan
10. The Sargeant Committee was appointed for the development of tourism in \_\_\_\_\_.
- (a) 1971 (b) 1958  
(c) 1945 (d) 1952

PART B — ( $5 \times 5 = 25$  marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) Sketch the nature of tourism.
- Or
- (b) "Tourism as a service industry in the Economy" – Prove.

12. (a) Bring out the six main factors that changes demand.

Or

- (b) State Law of Supply.

13. (a) In the short run can a competitive firm earn profits – Explain.

Or

- (b) Indicate the functional form of Short Run Cost Function.

14. (a) Evaluate Shut Down Conditioning.

Or

- (b) Discuss the features of perfect competition.

15. (a) Mention the economic impacts of Tourism Development.

Or

- (b) Explain Community Tourism.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 600 words.

16. (a) Briefly analyze the developments and current issues in tourism economics.

Or

- (b) Describe the branches of Economic Activities.

17. (a) Elaborate the importance regarding demand and supply.

Or

- (b) How can hotels boost their earnings from tourism and explain the concept of hotel life expectancy?

18. (a) Analyse the Empirical Estimation of Data Collection Issues.

Or

- (b) Give an account on the concept of liberalization.

19. (a) Point out the classification of Market Based nature of competition.

Or

- (b) Write about measurement of profit and profit policy.

20. (a) What do you mean by foreign exchange earnings of tourism?

Or

- (b) Write about the impacts of Tourism Development.
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(6 pages)

**Reg. No. :** .....

**Code No. : 22846 E      Sub. Code : JATO 1 C/  
SATO 1 C**

B.A. (CBCS) DEGREE EXAMINATION,  
NOVEMBER 2018.

First Semester

Tourism and Hospitality Management — Allied

**FRONT OFFICE MANAGEMENT**

(For those who joined in July 2016 and afterwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer.

1. \_\_\_\_\_ is the tool is front desk.  
(a) bell desk                      (b) table  
(c) telephone                      (d) table lamp
2. Which is the correct place for front desk?  
(a) Reception Hall              (b) Hall  
(c) Kitchen                      (d) Back Hall

3. \_\_\_\_\_ is the important person to hand over bill to the guests.
- (a) Cashier (b) Manager
- (c) General Manager (d) Security
4. \_\_\_\_\_ is the final work in the guest cycle.
- (a) check out (b) check in
- (c) welcome (d) hospitality
5. \_\_\_\_\_ is the document received from foreign guest.
- (a) Credit card (b) Visiting card
- (c) Passport (d) Visa
6. How many types of accounts in FO?
- (a) 2 (b) 1
- (c) 3 (d) 4
7. \_\_\_\_\_ calculates the end of a day.
- (a) Full calculation (b) Half calculation
- (c) Day calculation (d) Night audit

8. Non-automated mode means \_\_\_\_\_.
- (a) Fully machine model
  - (b) Semi-automated mode
  - (c) Manual mode
  - (d) Fully automated mode
9. \_\_\_\_\_ is the first step in the Guest problem solving method.
- (a) Action
  - (b) Listen
  - (c) Writing part
  - (d) Inform
10. During the time of departure \_\_\_\_\_ was received from guest by manager.
- (a) Details about guest
  - (b) Aadhar card
  - (c) Pan card
  - (d) Ration card

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b),  
each answer should not exceed 250 words.

11. (a) What is Lobby?

Or

- (b) Sketch the structure of front office.

12. (a) Describe the cash functions of front office.

Or

- (b) Write a note on check out.

13. (a) Explain the need for foreign currency awareness.

Or

- (b) Illustrate the role of Internet in cash payment.

14. (a) Bring out the duties of Night Auditor.

Or

- (b) Illustrate the relation between staff of Front office and Night auditor.

15. (a) Point out the safety measures in Hotel.

Or

- (b) How will you rectify the grievances of guests?

PART C — ( $5 \times 8 = 40$  marks)

Answer ALL questions, choosing either (a) or (b),  
each answer should not exceed 600 words.

16. (a) Write an essay on Bell desk operation.

Or

- (b) How the front office will meet the demand of VIPs?

17. (a) Enumerate the functions of front office cashier in check out.

Or

- (b) Analyse the unpaid account balance.

18. (a) Elucidate the methods of front office management.

Or

- (b) What do you know about Hotel credit management?

19. (a) List out the uses of Night audit.

Or

- (b) Elucidate the importance of Night audit in operating model.

20. (a) Narrate the role of front office in Guest complaint handling.

Or

- (b) Explain about common issues in front office.
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Reg. No. : .....

**Code No. : 22915 E      Sub. Code : SMT0 32**

B.A. (CBCS) DEGREE EXAMINATION,  
NOVEMBER 2018.

Third Semester

Tourism and Hospitality Management – Main

FRONT OFFICE OPERATION

(For those who joined in July 2017 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Resort hotels are located in the \_\_\_\_\_.  
(a) Mountains                      (b) Cities  
(c) Allareas                        (d) Villages
2. Hotels with gambling facilities are called \_\_\_\_\_ hotels.  
(a) Residential                      (b) Casino  
(c) Resort                              (d) Service apartments
3. The \_\_\_\_\_ department is responsible for the management of guest rooms.  
(a) kitchen                              (b) finance  
(c) human resources              (d) house keeping

4. \_\_\_\_\_ department is responsible for monitoring all the financial activities of a hotel.  
(a) House keeping      (b) Accounting  
(c) Human resources      (d) Finance
5. The \_\_\_\_\_ department is responsible for public relations and publicity for the hotel.  
(a) sales and marketing  
(b) human resources  
(c) finance  
(d) accounting
6. \_\_\_\_\_ is a computerized reservation system.  
(a) Common reservation system  
(b) Central reservation system  
(c) Reservation system  
(d) None of these
7. Concierge is the French term for \_\_\_\_\_.  
(a) porter      (b) cashier  
(c) manager      (d) agent
8. \_\_\_\_\_ issues vouchers to customers to enable them to settle their hotel bills.  
(a) Travel manager      (b) Travel cashier  
(c) Porter      (d) Travel agent
9. \_\_\_\_\_ is an alarm clock that is used by the front office assistance.  
(a) Posting Machine      (b) Information machine  
(c) Wake up devices      (d) Cash devices



10. \_\_\_\_\_ hotels use posting machines.

- (a) All hotels
- (b) Fully automated hotels
- (c) Semi automated hotels
- (d) None of these

PART B — ( $5 \times 5 = 25$  marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) Explain the role of travel agents.

Or

(b) Write short note on tourism and hospitality.

12. (a) What do you understand by guest cycle?

Or

(b) Write a short note on large hotel.

13. (a) Discuss the sources of reservation.

Or

(b) Name two types of non guaranteed reservation.

14. (a) Write short note on Luggage handling.

Or

(b) What is post registration activity?

15. (a) Write any four front office equipments.

Or

(b) Write short note on front office.

## PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b)  
Each answer should not exceed 600 words.

16. (a) Enumerate the different levels of service.

Or

- (b) Discuss the evolution of hotel industry in India.

17. (a) Explain the hierarchy chart of front office department of medium hotel.

Or

- (b) Discuss the role of front office in hotels.

18. (a) List out the various types of reservations.

Or

- (b) Define Reservation and give its importance.

19. (a) Draw a left luggage flow chart.

Or

- (b) What are the various functions performed by bell desk?

20. (a) Discuss the importance of front office.

Or

- (b) Write an essay about operational structure of front office.

(6 pages)

**Reg. No. :** .....

**Code No. : 22849 E      Sub. Code : JATO 2 C/  
SATO 2 C**

B.A. (CBCS) DEGREE EXAMINATION,  
NOVEMBER 2018.

Second Semester

Tourism and Hospitality Management — Allied

HOUSE KEEPING MANAGEMENT

(For those who joined in July 2016 and afterwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. ———— comes under office front area.

- (a) Production area
- (b) Reception
- (c) Kitchen
- (d) Sports room

2. \_\_\_\_\_ is used by all people is staying places.
- (a) Electricity room
  - (b) Laundry area
  - (c) Lobby
  - (d) Chef room
3. \_\_\_\_\_ department is responsible for general cleanliness of the building.
- (a) Finance                      (b) Sales
  - (c) Marketing                  (d) House keeping
4. \_\_\_\_\_ maintenance also comes under house keeping department.
- (a) Gardening                  (b) Machinery
  - (c) Equipments                (d) Fittings
5. \_\_\_\_\_ rooms are designed for the convenience and comfort of the guest.
- (a) employee                  (b) coolie
  - (c) supervisor                (d) guest

6. A room that has a double bed and is meant for two persons means the rooms are known as \_\_\_\_\_
- (a) single room                      (b) double room  
(c) triple room                      (d) upstairs room
7. Two rooms adjacent to each other having an interconnected door is known as \_\_\_\_\_ rooms.
- (a) Separated rooms  
(b) Downstairs room  
(c) Upstairs room  
(d) Interconnected rooms
8. \_\_\_\_\_ are used to remove mineral deposits and bacteria in a bathing room.
- (a) Agarbathi                      (b) Perfumes  
(c) Acids                      (d) Detergent soaps
9. Food items producing factories have to use \_\_\_\_\_ types of cleaning agents.
- (a) Toxic                      (b) Fuming  
(c) Non chemical                      (d) Chemical oriented
10. \_\_\_\_\_ is a process of removing dust, strains and oil clashes.
- (a) Cleaning                      (b) Using  
(c) Condemning                      (d) Re using

PART B — (5 × 5 = 25 marks)

Answer ALL questions choosing either (a) or (b).

Answer should not exceed 250 words.

11. (a) Give an account of Front of the house.

Or

- (b) What are maid rooms?

12. (a) State the sections of the house keeping department.

Or

- (b) Write the traditions of medium hotels.

13. (a) Describe the uses of guest rooms.

Or

- (b) Mention the amenities in guest rooms.

14. (a) List out the factors to be considered while purchasing cleaning equipment.

Or

- (b) Classify the types of cleaning agents.

15. (a) Describe the importance of key control.

Or

- (b) Differentiate manual keys and computerized keys.

PART C — ( $5 \times 8 = 40$  marks)

Answer ALL questions choosing either (a) or (b).

Answer should not exceed 600 words.

16. (a) How do house keeping department co-ordinate with other departments such as front office, security, purchase and Human Resource Development?

Or

- (b) Describe the significance of house keeping department.

17. (a) Portray the layout of house keeping department.

Or

- (b) What is job description and job specification?

18. (a) Classify the types of guest rooms.

Or

- (b) State the facilities in standard guest rooms.

19. (a) Classify the types of cleaning agent.

Or

(b) Write short notes on control of cleaning agents.

20. (a) “The students who studies food management has to know about house keeping department” – Elucidate this statement.

Or

(b) Discuss the key control procedures in detail.

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(6 pages)

**Reg. No. :** .....

**Code No. : 22862 E      Sub. Code : JNTO 4 A**

U.G. (CBCS) DEGREE EXAMINATION,  
NOVEMBER 2018.

Fourth Semester

Tourism and Hospitality Management

Non – Major Elective — HOUSE KEEPING  
OPERATIONS

(For those who joined in July 2016 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Area provided at reception as a common meeting point is ———.
- (a) Linen room                      (b) Lobby
- (c) Bonquets                        (d) Cabanas

2. Which term is used for guest settles his bill of stay and check out?
- (a) arrival (b) departure  
(c) disposal (d) clear
3. \_\_\_\_\_ climatizer to make a room cool.
- (a) Open air (b) Air Conditioner  
(c) Elevator (d) None of these
4. \_\_\_\_\_ is used for discarding sanitary napkins.
- (a) disposal basis (b) laundry  
(c) water closet (d) vents
5. The term used for lifts in the hotel for guest and service is \_\_\_\_\_.
- (a) elevator (b) extractor  
(c) caster wheels (d) none of these
6. Apparatus used for cleaning floors, carpets and furniture is \_\_\_\_\_.
- (a) broomstick (b) brushes  
(c) sticks (d) vacuum cleaner

7. A chemical that kills weeds is known as \_\_\_\_\_.
- (a) herbicide                      (b) fungicide
- (c) insecticide                      (d) pesticide
8. The standard bulb power for beside the Guest room table is \_\_\_\_\_.
- (a) 20 watts                      (b) 40 watts
- (c) 60 watts                      (d) 100 watts
9. Science of gardens and flowers are \_\_\_\_\_.
- (a) horticulture                      (b) flower culture
- (c) agriculture                      (d) none of these
10. \_\_\_\_\_ is used for weddings, conferences and exhibitions.
- (a) Linen room                      (b) Lobby
- (c) Banquets                      (d) Cabonas

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) Resort hotels.

Or

- (b) Alternative Tourism.

12. (a) Youth hostel.

Or

- (b) Star hotels.

13. (a) Room Cleaning Procedure.

Or

- (b) Room Maintenance Procedure.

14. (a) Manual cleaning equipments.

Or

- (b) Mechanical cleaning equipments.

15. (a) Note on Dirty dozen.

Or

- (b) Guest supplies in a room.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 600 words.

16. (a) Describe the classifications of hotel.

Or

- (b) Explain the classifications of room.

17. (a) What is meant by house keeping? Explain in detail.

Or

- (b) What is the role of house keeping in hospitality industry?

18. (a) What are the departments that house keeping coordinates with and how?

Or

- (b) Describe various types of hotels.

19. (a) List out the various facilities provided by major hotels.

Or

- (b) Bring out the role of maid's trolley in house keeping.

20. (a) Illustrate the disadvantages of cleaning agents.

Or

- (b) Bring out the selection criteria of cleaning equipment.
-

(6 pages)

**Reg. No. :** .....

**Code No. : 22839 E    Sub. Code : JMTO 52**

B.A. (CBCS) DEGREE EXAMINATION,  
NOVEMBER 2018.

Fifth Semester

Tourism and Hospitality Management–Main  
INTERNATIONAL AIRLINES MANAGEMENT

(For those who joined in July 2016 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. The first to fly in the air
  - (a) Wilber
  - (b) Joseph Migel
  - (c) Wright Brothers
  - (d) Clement

2. The Airport which generates high income to India is
  - (a) Mumbai
  - (b) Chennai
  - (c) Delhi
  - (d) Bengaluru
3. The Capital of International Air Transport association is in
  - (a) England
  - (b) Cananda
  - (c) America
  - (d) Srilanka
4. Which convention established International civil Aviation organisation?
  - (a) Warsaw
  - (b) Chicago
  - (c) Geneva
  - (d) Capetown
5. The country where the Government does not own Airpane is
  - (a) Japan
  - (b) America
  - (c) Germany
  - (d) Russia
6. The part helps the plane to fly is
  - (a) Wings
  - (b) Engine
  - (c) Cockpit
  - (d) Rudder



7. A place to rest, and to get food in air port is
- (a) Airline lounge
  - (b) Caring corner
  - (c) Baggage Storage
  - (d) Battery Recharge
8. Who are the special passengers?
- (a) Ministers
  - (b) Members of the Parliament
  - (c) Industrialists
  - (d) Physically handicapped
9. The English word baggage has come from the language
- (a) German
  - (b) Hindi
  - (c) French
  - (d) Latin
10. Allowed carry on baggage into airplane is
- (a) Two
  - (b) Five
  - (c) One
  - (d) Zero

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b),  
Answer should not exceed 250 words.

11. (a) Write a note on Aviation in India.

Or

- (b) Write about the ministry of Indian Civil Aviation.

12. (a) Write about the travel agents of International Air Transport association. (IATA).

Or

- (b) Write an secretariat of International civil Aviation organization.

13. (a) Write the function of piston engine.

Or

- (b) Write the history on Air India airline.

14. (a) Explain in flight entertainment.

Or

- (b) Explain the classes of service the more comfort.

15. (a) Write the definition of baggages.

Or

- (b) Write the rules of baggage.

PART C — ( $5 \times 8 = 40$  marks)

Answer ALL questions, choosing either (a) or (b),  
Answer should not exceed 600 words.

16. (a) Write the importance of Flight Status.

Or

- (b) Write an essay on Indigo Airlines.

17. (a) Describe the 'open sky' policy with reference to India's stand.

Or

- (b) Write an essay on Chicago convention.

18. (a) Explain the methods of revenue generation in Air ports.

Or

- (b) Examine the functions of Air traffic control.

19. (a) Examine the check – in facilities.

Or

- (b) Write an essay describing the parts of air plane.

20. (a) Write an explanation on 'Free Baggage Allowances'

Or

- (b) Examine the prohibited items in airplane.
-

**Reg. No. : .....**

**Code No. : 22860 E      Sub. Code : JNTO 3 A/  
SNT0 3 A**

**U.G. (CBCS) DEGREE EXAMINATION,  
NOVEMBER 2018.**

**Third Semester**

**Tourism and Hospitality Management**

**Non Major Elective — INTRODUCTION TO TOURISM**

**(For those who joined in July 2016 and afterwards)**

**Time : Three hours**

**Maximum : 75 marks**

**PART A — (10 × 1 = 10 marks)**

**Answer ALL questions.**

**Choose the correct answer :**

1. To whom the paid holiday introduced?  
(a) Labour                      (b) Rich  
(c) Common people      (d) Farmers
2. Buddhist viharas created by —————  
(a) Chendra Guptas      (b) Asokar  
(c) Kanihkar              (d) Guptar
3. Stream engine invented in the year —————  
(a) 1766                      (b) 1767  
(c) 1768                      (d) 1769

4. Who was the first rail driver?  
(a) James Wat (b) Markas Japoraw  
(c) Johns Stevenson (d) James Princes
5. Jet Flight came in to existence in the year  
(a) 1958 (b) 1959  
(c) 1960 (d) 1961
6. Travel agency was organised by \_\_\_\_\_  
(a) Thomas Cook (b) Johnmen  
(c) Anjiles (d) Henry Vals
7. How many tourist guides recognized by Indian tourist department  
(a) 1500 (b) 1600  
(c) 1700 (d) 1800
8. Where is the Hindu Pilgrime centre located  
(a) Delhi (b) Gova  
(c) Kasi (d) Gujarat
9. When did form the international air transport association?  
(a) 1944 (b) 1945  
(c) 1946 (d) 1947
10. The aim of the Sargent committee  
(a) Development Tourism  
(b) Privatisation of Tourism  
(c) Classification of tourism  
(d) Role of NGO in tourism

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

Answer should not exceed 250 words.

11. (a) Give a note on the Medical tourism.  
Or  
(b) Define the tourism.
12. (a) Write a short notes on tourism during the Ancient Period.  
Or  
(b) Describe about the travellers of medieval period.
13. (a) Write on the Renaissance period.  
Or  
(b) Explain about the naval transport.
14. (a) Give a short note on the Rail Transport.  
Or  
(b) Write about the Road Transport.
15. (a) Explain the development tourism during the 20<sup>th</sup> century.  
Or  
(b) Describe the service of Jet Airways.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).

Answer should not exceed 600 words.

16. (a) Describe the factors for the development of tourism.

Or

- (b) List out the restrictions for the development of tourism.

17. (a) Narrate the employment opportunities in tourism.

Or

- (b) Explain the significance of accommodation.

18. (a) State about religious tourism.

Or

- (b) Write an account of the functions of the tourist centre.

19. (a) Discuss about the types of tourism.

Or

- (b) Describe the social significance of tourism.

20. (a) Describe the economic significance of tourism.

Or

- (b) Write an essay on the environmental impact of tourism.



(6 pages)

**Reg. No. :** .....

**Code No. : 22861 E      Sub. Code : JNTO 3 B**

U.G. (CBCS) DEGREE EXAMINATION,  
NOVEMBER 2018.

Third Semester

Tourism and Hospitality Management

Non-Major Elective – OFFICE ADMINISTRATION

(For those who joined in July 2016 only)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. \_\_\_\_\_ is a fundamental functions of office management
  - (a) Directing
  - (b) Planning
  - (c) Controlling
  - (d) Co-ordinating
2. The book “Information and Resource Management” Written by
  - (a) Denyer
  - (b) Ricks and Grow
  - (c) Betts
  - (d) Hall

3. In an organisation \_\_\_\_\_ is as important as the brain in the human body
- (a) Information                      (b) Office  
(c) Manager                        (d) Secretary
4. \_\_\_\_\_ units are becoming increasingly popular now in layout
- (a) Private                            (b) Modular  
(c) Decorative                       (d) Lighting
5. Fax is a device to convey \_\_\_\_\_
- (a) Non verbal non written messages  
(b) Verbal messages  
(c) Copies of documents  
(d) None of these
6. New method of filing is \_\_\_\_\_
- (a) Box file system  
(b) Vertical system  
(c) Pike file system  
(d) None of the above

7. Photo state is a \_\_\_\_\_ machine  
(a) addressing (b) folding  
(c) duplicating (d) stamping machine
8. Forms are the foundation of \_\_\_\_\_ system  
(a) office (b) clerical  
(c) business (d) tender
9. Computers are \_\_\_\_\_  
(a) accounting machine  
(b) data processing machine  
(c) corresponding machine  
(d) time recording machine
10. \_\_\_\_\_ also help the employees happy by relieving them of the pressure and monotony of work.  
(a) machine (b) layout  
(c) location (d) automation

## PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) Give the meaning of office.

Or

- (b) Describe the main functions of an office manager.

12. (a) Write a detail note on merits of good layout.

Or

- (b) What do you understand by “Open office?”

13. (a) What are advantages of files?

Or

- (b) What are the characteristics of an efficient filing system?

14. (a) What is the purpose of Printed form?

Or

- (b) What are the types of continuous stationary?

15. (a) State the advantages and disadvantages of a computer.

Or

- (b) Briefly explain the uses of teleprinter.

PART C — ( $5 \times 8 = 40$  marks)

Answer ALL questions, choosing either (a) or (b).

Answer should not exceed 600 words.

16. (a) “The office is the nerve centre of an organisation” – Explain.

Or

- (b) What are the functions and elements of office management?

17. (a) What factors would you take into account while laying out an office?

Or

- (b) Analyse the principles of selection of the furniture layout.

18. (a) Describe the principles of form design.

Or

(b) Discuss the merits and demerits of centralised filing.

19. (a) Write merits and demerits of continuous office stationary.

Or

(b) Explain the purchasing system of stationary.

20. (a) State the principal considerations in mechanisation of office procedures.

Or

(b) In selecting a office machine, what are the points to be considered.

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(6 pages)

**Reg. No. :** .....

**Code No. : 22615 E    Sub. Code : GNT0 3 B**

U.G. (CBCS) DEGREE EXAMINATION,  
NOVEMBER 2018.

Third Semester

Tourism and Hospitality Management

Non-Major Elective — OFFICE ADMINISTRATION

(For those who joined in July 2012–2015)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer.

1. \_\_\_\_\_ is the executive in charge of an office.
  - (a) Marketing manager
  - (b) Finance manager
  - (c) Office manager
  - (d) Human resource manager

2. The office co-ordinates all the activities of the \_\_\_\_\_
- (a) investment                      (b) market  
(c) finance                          (d) business
3. \_\_\_\_\_ are allotted to the top executives of the organisation.
- (a) Private offices                  (b) Open offices  
(c) Common offices                (d) Staff offices
4. The \_\_\_\_\_ is the work bench of the office worker.
- (a) desh                                (b) chair  
(c) shelves                            (d) box
5. \_\_\_\_\_ classification, records are filed according to the nature of their contents.
- (a) Subject wise                    (b) Geographical  
(c) Alphabetical                    (d) Numerical
6. \_\_\_\_\_ index system is economical as well as flexible.
- (a) Wheel                              (b) Strip  
(c) Visible                              (d) Vowel



7. \_\_\_\_\_ are the raw materials of office.
- (a) Files                      (b) Forms
- (c) Layout                    (d) Index
8. \_\_\_\_\_ are printed sheets of paper or card board used to collect and transmit information.
- (a) Forms                      (b) Books
- (c) Index                      (d) Files
9. COBOL stands for
- (a) Common Business Oriented Language
- (b) Commercial Business Oriented Language
- (c) Conversation Business Oriented Language
- (d) Computer Business Oriented Language
10. \_\_\_\_\_ are the latest type of office machines.
- (a) Electronic computers
- (b) Type writers
- (c) Photocopying machines
- (d) Calculating machines

## PART B — (5 × 5 = 25 marks)

Answer ALL questions choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) What is office administration?

Or

- (b) Bring out the importance of an office.

12. (a) Write a short note on office layout.

Or

- (b) What is meant by open office?

13. (a) What is vowel index?

Or

- (b) What is card index?

14. (a) What is meant by 'Forms control'?

Or

- (b) State the importance of forms.

15. (a) What is stencil duplicators?

Or

- (b) Write about portal-franking machine.

PART C — (5 × 8 = 40 marks)

Answer ALL questions choosing either (a) or (b).

Each answer should not exceed 600 words.

16. (a) Describe the functions of an office.

Or

- (b) Discuss the objectives of an office.

17. (a) State the advantages and disadvantages of private office.

Or

- (b) State the importance of an office layout.

18. (a) What characteristics would you look for a good filing system?

Or

- (b) Merits and demerits of centralized filing.

19. (a) Describe the objectives of forms control.

Or

- (b) Discuss the different kinds of forms.

20. (a) Mention the disadvantages of office machines.

Or

- (b) What are the factors to be considered while selecting office machines?

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(6 pages)

**Reg. No. :** .....

**Code No. : 22851 E      Sub. Code : JATO 3 B/  
SATO 3 B**

B.A. (CBCS) DEGREE EXAMINATION,  
NOVEMBER 2018.

Third Semester

Tourism and Hospitality Management - Allied

**PRINCIPLES OF MANAGEMENT**

(For those who joined in July 2016 and afterwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Under mechanism of scientific management, scientific task setting includes
  - (a) Time study
  - (b) Motion study
  - (c) Method study
  - (d) All of the above

2. The word \_\_\_\_\_ denotes a function, a task, a discipline.
- (a) Management (b) Leadership  
(c) Motivation (d) None of the above
3. In management process, the most misinterpreted word is \_\_\_\_\_
- (a) Organizing (b) Delegating  
(c) Controlling (d) Planning
4. Limitations of business planning is \_\_\_\_\_
- (a) Time Consuming  
(b) Expensive device  
(c) Heavy cost of planning  
(d) All of the above
5. Costliness of the \_\_\_\_\_ is the overriding factor determining the extent of decentralization.
- (a) Decision (b) Staffing  
(c) Controlling (d) Managing
6. A system of co-operative activities of two or more persons is called \_\_\_\_\_
- (a) department (b) co-ordination  
(c) organization (d) control

7. Under the principles of effective \_\_\_\_\_, it is said that never delegate and disappear.
- (a) Delegation      (b) Management  
(c) Organisation    (d) Centralisation
8. \_\_\_\_\_ is a process of influencing people
- (a) Motivation      (b) Leadership  
(c) Delegation      (d) Controlling
9. The problem in communication channels is known as \_\_\_\_\_
- (a) organizational barriers  
(b) mechanical barriers  
(c) personal barriers  
(d) semantic barriers
10. The old control technique(s) which were used through years is (are)
- (a) Unity of policies  
(b) Break-even analysis  
(c) Budgetary control  
(d) All of the above

## PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b) in 250 words.

11. (a) Analyze different types of skills required by Managers at different levels.

Or

- (b) Explain different functions of Management.

12. (a) Explain the classification of policies in planning premises.

Or

- (b) Explain features of Planning.

13. (a) Explain the types of organization.

Or

- (b) Brief about the difficulties in delegation of authority.

14. (a) Explain the elements of directing.

Or

- (b) What are the hierarchy of needs?



15. (a) State the essentials of a good control.

Or

- (b) Explain the various steps involved in the process of controlling

PART C — ( $5 \times 8 = 40$  marks)

Answer ALL questions, choosing either (a) or (b) in 600 words.

16. (a) Define Management. Explain management is art, science or profession.

Or

- (b) Describe the importance of management thought contributed by Fayol.

17. (a) Distinguish between Planning and Forecasting.

Or

- (b) Explain the different Styles of Decision Making.

18. (a) Elaborate on the characteristics of organizational structure.

Or

- (b) Describe about the Centralization and Decentralization.

19. (a) Describe about the selection process in staffing.

Or

- (b) Elaborate on the motivational techniques involved in directing.

20. (a) Explain about the budget as traditional control technique.

Or

- (b) Describe the global theory of management.
-

(6 pages)

**Reg. No. :** .....

**Code No. : 22844 E      Sub. Code : JAT 01 A/  
SAT 01 A**

B.A. (CBCS) DEGREE EXAMINATION,  
NOVEMBER 2018.

First Semester

Tourism and Hospitality Management – Allied

PRINCIPLES OF MANAGEMENT

(For those who joined in July 2016 and afterwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Management is \_\_\_\_\_.
  - (a) Art
  - (b) Science
  - (c) Both art and Science
  - (d) Profession

2. \_\_\_\_\_ is the first and for most function of management.
- (a) Planning                      (b) Organisation  
(c) Delegation                  (d) Control
3. An office is divided into many departments on the basis of its functions, it is called \_\_\_\_\_.
- (a) Liquidation                  (b) Closing  
(c) Merger                      (d) Departmentation
4. The process of estimating the future is known as \_\_\_\_\_.
- (a) Research                      (b) Forecasting  
(c) Development                (d) Searching
5. \_\_\_\_\_ indicates the work from employee recruitment to employee retirement.
- (a) Planning                      (b) Staffing function  
(c) Decision making            (d) Exercising authority
6. In military, \_\_\_\_\_ type of organisation approach is followed.
- (a) Line organisation  
(b) Rotating organisation  
(c) Committee organisation  
(d) Circular organisation

7. \_\_\_\_\_ designed the life under hierarchy of needs.
- (a) Peter F. Drucker      (b) Fayol  
(c) Taylor                  (d) Maslow
8. \_\_\_\_\_ theory indicates the two different kinds of characteristics of employees.
- (a) A and B                  (b) X and Y  
(c) P and Q                  (d) R and S
9. \_\_\_\_\_ is the first step in controlling.
- (a) Fixation of standards  
(b) Comparison  
(c) Valuation  
(d) Correction
10. \_\_\_\_\_ is the modern techniques of controlling.
- (a) Report writing          (b) Budgeting  
(c) Budgeting              (d) Accounting

## SECTION B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) Write short notes about management.

Or

- (b) What are the features of management.

12. (a) Explain the importance of decision making.

Or

- (b) Point out the nature of planning.

13. (a) What are the features of formal organisation?

Or

- (b) List out the advantages of line and staff organisation.

14. (a) Differentiate creativity and innovation.

Or

- (b) Write short notes on harmonising objectives.

15. (a) What are the features of controlling?

Or

- (b) Discuss the significance of co-ordination.

## SECTION C — (5× 8= 40 marks)

Answer ALL questions, choosing either (a) or (b)

Each answer should not exceed 600 words.

16. (a) “Management assist an organisation to achieve its objectives”– Elucidate this statement.

Or

- (b) Write an essay about management by objectives.

17. (a) Explain the advantages and disadvantages of planning.

Or

- (b) Describe the premises needed for effective planning.

18. (a) Write the process of selection for employees.

Or

- (b) Write an essay about de-centralisation.

19. (a) Describe the scope for directing.

Or

- (b) Analyse the concept of Mc Gregor’s Y theory.

20. (a) State the steps in controlling.

Or

(b) Describe the techniques of co-ordination.

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(6 pages)

**Reg. No. :** .....

**Code No. : 22832 E      Sub. Code : JMTO 11/  
SMTTO 11**

B.A. (CBCS) DEGREE EXAMINATION,  
NOVEMBER 2018.

First Semester

Tourism and Hospitality Management — Main

PRINCIPLES OF PRACTICES

(For those who joined in July 2016 and afterwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. The first to undertake tourism first in first in the world
  - (a) Indians
  - (b) Romans
  - (c) Chinese
  - (d) Japanese
2. \_\_\_\_\_ is described as the first Travel Agent of the world.
  - (a) Columbus
  - (b) Thomas Cook
  - (c) Marcopolo
  - (d) Ferdinand de Magellan

3. The true manufacturer of the tourist product is \_\_\_\_\_
- (a) Travel agent                      (b) Airlines company  
(c) Ship yards                        (d) Travel operator
4. The system of paid holidays had become widely practised during
- (a) the period of first world war  
(b) the period of second world war  
(c) the inter world war period  
(d) the period of colonisation
5. The Foreign tourists visit India mostly by \_\_\_\_\_
- (a) air                                      (b) rail  
(c) road                                    (d) sea
6. The place which provides way side amenities for tourists travelling by road, by automobiles is known as \_\_\_\_\_
- (a) Hostel                                (b) Motel  
(c) Circuit house                        (d) Tourist bungalow

7. Passport and Visa are essential for \_\_\_\_\_  
Tourism.
- (a) Domestic                      (b) International  
(c) Local                          (d) Regional
8. In which year was Manila declaration made?
- (a) 1950                          (b) 1960  
(c) 1970                          (d) 1980
9. Name the United Nations specialised agency that  
take charge of protecting the historical  
monuments
- (a) UNESCO  
(b) UNICEF  
(c) World Health Organisation  
(d) International Labour Organisation
10. Which five year plan recognised the tourism as an  
exporting department?
- (a) second                      (b) fifth  
(c) sixth                          (d) seventh

## PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

Answer should not exceed 250 words.

11. (a) Tourism in Greece.

Or

- (b) Tourism in Rome.

12. (a) Alternative Tourism.

Or

- (b) Purpose of Tourism.

13. (a) Demand and supply of Tourism.

Or

- (b) Concepts of Pull and Push in Tourism.

14. (a) Passport.

Or

- (b) VISA.

15. (a) National committees in Tourism.

Or

- (b) National action plan on Tourism.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).

Answer should not exceed 600 words.

16. (a) What is Pilgrimage? Assess the significance in India.

Or

- (b) Describe the role of UNO in the growth of tourism.

17. (a) List out the kinds of Tourism.

Or

- (b) India is a Museum of culture – Elucidate.

18. (a) Analyse the impact of tourism on international economic activities.

Or

- (b) How does tourism promote international trade?

19. (a) Describe the travel formalities.

Or

- (b) Give an account of the tourism abbreviations.

20. (a) Describe the functions of tourism information offices.

Or

- (b) Assess the importance of travel agencies in India.
-

(6 pages)

**Reg. No. :** .....

**Code No. : 22855 E      Sub. Code : JATO 4 C**

B.A. (CBCS) DEGREE EXAMINATION,  
NOVEMBER 2018

Fourth Semester

Tourism and Hospitality Management – Allied

PUBLIC RELATION AND ADVERTISING

(For those who joined in July 2016 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Informations are transferred from one person to another is called \_\_\_\_\_
  - (a) Goods exchange
  - (b) Communication
  - (c) Information gathering
  - (d) Information storage

2. \_\_\_\_\_ is a connecting bridge between businessman and consumer.
  - (a) Media
  - (b) Banks
  - (c) Insurance companies
  - (d) Business firms
  
3. \_\_\_\_\_ expresses the relationship between corporate and public.
  - (a) Business Law
  - (b) Industrial Law
  - (c) Companies Act
  - (d) Corporate Public Relations
  
4. A company has to maintain good relationship with \_\_\_\_\_ to execute the functions inside the company.
  - (a) Public department
  - (b) Lawyers
  - (c) Engineers
  - (d) Employee



5. Before communicating information to the public, the informations come under \_\_\_\_\_
- (a) Proof reading
  - (b) Change
  - (c) Information delete
  - (d) Information loss
6. The editor must be \_\_\_\_\_
- (a) Fraud                      (b) Culprit
  - (c) Honest                    (d) Cheater
7. \_\_\_\_\_ create awareness among the public about products.
- (a) Advertisement
  - (b) Discount
  - (c) Free offers
  - (d) Subsidies
8. In a modern era, advertisements are given through \_\_\_\_\_
- (a) Weekly journals
  - (b) News papers
  - (c) Computers
  - (d) Books

9. Visiting to cultured and historical places are called \_\_\_\_\_
- (a) Tourism                      (b) Research
- (c) Journalism                  (d) Advertisement
10. In tourism, \_\_\_\_\_ helps the tourist.
- (a) Agent                        (b) Broker
- (c) Guide                        (d) Wage earner

**PART B — (5 × 5 = 25 marks)**

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) Explain the nature of public relations.

Or

- (b) Write an essay about visual communication.

12. (a) State the importance of media relations.

Or

- (b) What are the objectives of corporate public relations?

13. (a) Describe the causes of editing.

Or

- (b) List out the uses of proof reading advertisement copies.

14. (a) Write short notes about out door advertising.

Or

- (b) Point out the advantages of advertisement to customers.

15. (a) Enumerate the role of public relations department in tourism.

Or

- (b) State the requirements to improve tourism.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 600 words.

16. (a) Portray the relationship between public relations department and marketing.

Or

- (b) What are the tools related to public relations department?

17. (a) List out the challenges faced by public relations department.

Or

- (b) Illustrate the position of public relations in the changing business environment.

18. (a) Explain the techniques of editing in public relations.

Or

- (b) Mention the requirements of good advertisement layout.

19. (a) Explain the theories of advertising.

Or

- (b) Discuss the objectives of advertisement campaign.

20. (a) Write an essay about Tourism.

Or

- (b) “Public relations is a tool to improve tourism” – Criticise this statement.

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(6 pages)

**Reg. No. :** .....

**Code No. : 22834 E      Sub. Code : JMTO 21/  
SMTTO 21**

B.A. (CBCS) DEGREE EXAMINATION,  
NOVEMBER 2018.

Second Semester

Tourism and Hospitality Management — Main

TOURISM ORGANIZATIONS

(For those who joined in July 2016 and afterwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. The word 'Tour' is derived from the 'tornus' a  
\_\_\_\_\_ language word
  - (a) Spanish
  - (b) Latin
  - (c) German
  - (d) Irish

2. Favourable factors of Tourism are \_\_\_\_\_
  - (a) friendly people
  - (b) beautiful scenery and sights
  - (c) good accommodation
  - (d) all the above
3. The International Tourism day is \_\_\_\_\_
  - (a) September 27      (b) October 26
  - (c) November 17      (d) December 17
4. The Secretariat of WTO is in \_\_\_\_\_
  - (a) San Francisco      (b) Lisbon
  - (c) Madrid      (d) New York
5. India was an association member of PATA since \_\_\_\_\_
  - (a) 1955      (b) 1956
  - (c) 1957      (d) 1960
6. Name the United Nations specialized agency that take charge of protecting the historical monuments.
  - (a) UNESCO      (b) UNICEF
  - (c) WHO      (d) WTO

7. It is necessary for a Travel agency to get the approval of
- (a) PATA (b) IATA
- (c) ICAO (d) WTO
8. What is a seasonal tourist centre?
- (a) Ooty (b) Tajmahal
- (c) Tanjore (d) Banaras
9. \_\_\_\_\_ is the world's largest travel promotion organization
- (a) PATA (b) WTO
- (c) IRCTC (d) TAAI
10. \_\_\_\_\_ serve major economic help for a nation
- (a) Foreign exchange
- (b) Direct taxes
- (c) Indirect taxes
- (d) VAT

## PART B — (5 × 5 = 25 marks)

Answer ALL questions choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) Mention the most important Buddhist pilgrimage centers of Ancient India.

Or

- (b) What are the economic benefits of tourism?

12. (a) Examine the importance of sports in the promotion of tourism.

Or

- (b) Write a note on Jeena & company.

13. (a) What is meant by a package Tour? What are its advantages?

Or

- (b) Write a note on “Thomas Cook” and company.

14. (a) What are the requirements and procedure for obtaining passport?

Or

- (b) What is the Relationship between tourism and environment?



15. (a) What is the functions of the International Civil Aviation Organization (ICAO)?

Or

- (b) Point out the formation and functions of the Pacific Area Travel Association (PATA).

PART C — (5 × 8 = 40 marks)

Answer ALL questions choosing either (a) or (b).

Each answer should not exceed 600 words.

16. (a) Describe the meaning definition and nature of tourism.

Or

- (b) Describe the different types of tourism.

17. (a) Write an essay on travel through Ages.

Or

- (b) What are the different types of transport facilities that are useful for tourism?

18. (a) Specify the importance of the Travel Agents in the promotion of tourism.

Or

- (b) What are the basic qualifications of a Tourism Guide?

19. (a) Discuss the customs and health formalities required for foreign travel.

Or

- (b) Write an essay on the necessity of environmental protection of the tourism centers.

20. (a) Indicate the important international organizations, which are helpful for international Tourism.

Or

- (b) Sketch the formation and functions of the WTO.
-

**Reg. No. : .....**

**Code No. : 22838 E      Sub. Code : JMTO 51**

B.A. (CBCS) DEGREE EXAMINATION,  
NOVEMBER 2018.

Fifth Semester

Tourism and Hospitality Management — Main

TOURISM PRODUCT OF INDIA

(For those who joined in July 2016 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Name one of the cultural heritage resources of South India.  
(a) Manipuri                      (b) Bangra  
(c) Villupattu                    (d) Odissi
2. The policy of Ahimsa was advocated by  
(a) Buddha                      (b) Mahavira  
(c) Gandhi                        (d) Jesus

3. Ajanta caves are located at
  - (a) Maharastra
  - (b) Gujarat
  - (c) Karnataka
  - (d) Orissa
4. Qutb-Minar was constructed by
  - (a) Tipu sultan
  - (b) Qutb-ud-din Aibak
  - (c) Shajahan
  - (d) Hyder Ali
5. Konark is famous for
  - (a) siva temple
  - (b) vishnu temple
  - (c) durga temple
  - (d) sun temple
6. The religion connected with Sharavanabelgola.
  - (a) Buddhism
  - (b) Jainism
  - (c) Sikkism
  - (d) Hinduism
7. Bandipur National park is located at
  - (a) Karnataka
  - (b) Kerala
  - (c) Tamilnadu
  - (d) Assam
8. Wild life sanctuary located at Kerala
  - (a) Periyar wild life Sanctuary
  - (b) Mudumalai Wildlife Sanctuary
  - (c) Kasiranga Wildlife Sanctuary
  - (d) Jai Salmar Wildlife Sanctuary
9. Asiatic society Museum is at
  - (a) Bangalore
  - (b) Chennai
  - (c) Calcutta
  - (d) Delhi

10. The traditional dance of kerala  
(a) BarathanatIAM(b)Kathakali  
(c) Odissi (d)Kuchipudi

PART B — ( $5 \times 5 = 25$  marks)

Answer ALL questions, choosing either (a) or (b).

Answer in about 250 words each.

11. (a) Differences between tourism products and other products.

Or

- (b) Types of tourism products.

12. (a) Architecture of Mahabalipuram.

Or

- (b) Significance of Sanchi stupa.

13. (a) Tirupathi Venkateswarar temple.

Or

- (b) Bodhgaya.

14. (a) Special features of Marina Beach.

Or

- (b) Periyar Wildlife sanctuary.

15. (a) BarathanatIAM.

Or

- (b) Madras museum.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 600 words.

16. (a) Explain the importance of tourism products.

Or

- (b) Examine the heritage tourism of India.

17. (a) Write down the special features of Islamic architecture.

Or

- (b) Examine the architectural nature of pallavas period.

18. (a) Explain the pilgrimage destination centres of Tamilnadu.

Or

- (b) Give a detailed account on Sabarimalai pilgrimage.

19. (a) Describe the important hill stations located at India.

Or

- (b) Write a essay on animals and birds sanctuaries in Tamilnadu.

20. (a) Explain the special features of South Indian dances.

Or

- (b) List out and explain the important libraries in India.

(6 pages)

**Reg. No. :** .....

**Code No. : 22617 E      Sub. Code : GNT0 4 B**

U.G. (CBCS) DEGREE EXAMINATION,  
NOVEMBER 2018.

Fourth Semester

Tourism and Hospitality Management

Non-Major Elective – TRAVEL AGENCY AND TOUR  
OPERATIONS

(For those who joined in July 2012 – 2015)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. \_\_\_\_\_ is the link between the customers, i.e., traveller or tourist and the principle suppliers, i.e., primary service providers such as hotels, airlines, etc.
  - (a) Travel agent      (b) Tourist Guide
  - (c) Intermediaries      (d) Tour operator

2. Which of the following is included in surface transport?
  - (a) Air lines
  - (b) Cruise lines
  - (c) Luxury yatch
  - (d) Luxury coach
3. Which of the following is not a on-line travel agency?
  - (a) Arzoo.com
  - (b) Bighasketcom
  - (c) Ixigo.com
  - (d) Desiya.in
4. First travel agent who introduced package tour is
  - (a) Cox and Kings
  - (b) SOTC
  - (c) Kuoni
  - (d) Thomas cook
5. Hotel coupons were invented and introduced by
  - (a) Airline companies
  - (b) Thomas cook
  - (c) Expedia
  - (d) American Express
6. Incentive for selling International air tickets for travel agents is
  - (a) 5%
  - (b) 10%
  - (c) 7%
  - (d) More than 14%



7. Assembling and bundling of service such as rail ticket/travel, hotel accommodation, sight seeing, etc is know as
- (a) Package tour                      (b) Package trip
- (c) Tour                                      (d) Bundled tour
8. Which of the following is not an element of itinerary preparation?
- (a) Costing                                      (b) Issuing Tickets
- (c) Scheduling                                      (d) Tourist profile
9. Which of the following is not a Business correspondence with tourist?
- (a) Fax    (b) Brochure
- (c) Letter    (d) E-Mail
10. Which of the following is not involved itinerary planning?
- (a) Travel plan
- (b) Schedule
- (c) Payment mode
- (d) Record of a journey

PART B — (5 × 5 = 25 marks)

Answer ALL questions in about 250 words either choosing (a) or (b).

11. (a) Describe proprietor form of travel agency.

Or

- (b) Write a note on inbound tourism.

12. (a) Who is a tour operator?

Or

- (b) Write the main features of travel agency business.

13. (a) Write a short note on “retail travel agency”.

Or

- (b) Describe the term inbound tour operator.

14. (a) What is mass transportation?

Or

- (b) What is an Itinerary?

15. (a) Who is called FIT?

Or

- (b) Describe the term package tour.

PART C — (5 × 8 = 40 marks)

Answer ALL questions in about 600 words either choosing (a) or (b).

16. (a) State the importance of travel agency.

Or

- (b) Elucidate the term “online travel agency”.

17. (a) State any eight functions of Travel agency.

Or

- (b) Write about the linkage of Insurance Company with travel agency.

18. (a) Explain the marketing functions of a Tour operator.

Or

- (b) Explain various sources of revenues for a Tour operator.

19. (a) Enlist the requirements to startup a Travel agency.

Or

- (b) Trace the origin of travel Trade in India.

20. (a) Explain the role of ground operators in tour operation.

Or

- (b) Describe the term international carriers and domestic carriers.
-

(6 pages)

**Reg. No. :** .....

**Code No. : 22863 E      Sub. Code : JNTO 4 B**

U.G. (CBCS) DEGREE EXAMINATION,  
NOVEMBER 2018.

Fourth Semester

Tourism and Hospitality Management

Non-Major Elective — TRAVEL AGENCY AND TOUR  
OPERATIONS

(For those who joined in July 2016 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer.

1. ————— gave correct explanation to tourism.
- |               |                 |
|---------------|-----------------|
| (a) Margopolo | (b) Tsug-Swang  |
| (c) Conpeekar | (d) Thomas Cook |

2. \_\_\_\_\_ under took pleasure trips in the beginning.
- (a) Romans (b) Japanese  
(c) Indians (d) Chinese
3. Who wrote 'Liverpool' tourist guide book?
- (a) Robert – D Nobili  
(b) Thomas cook  
(c) Vasco-da-gama  
(d) K.A.N. Sastri
4. To go with other is called \_\_\_\_\_.
- (a) Pleasure tour (b) Sports tour  
(c) Group tour (d) Business tour
5. The character which helps the development of tourism is \_\_\_\_\_.
- (a) People (b) Government  
(c) Hotels (d) Merchants
6. World tourism organization established \_\_\_\_\_.
- (a) 1965 (b) 1955  
(c) 1975 (d) 1945

7. The UFTAA is situated at \_\_\_\_\_.
- (a) Tokyo                      (b) Rome
- (c) Manila                      (d) Germany
8. The international tourism day is \_\_\_\_\_.
- (a) September 27
- (b) October 26
- (c) November 17
- (d) December 17
9. Tour prices excludes \_\_\_\_\_.
- (a) Meals
- (b) Service charge to the guides
- (c) In flight services
- (d) Optional excursions
10. In which year was the integrated travel agents of the world created?
- (a) 1960                      (b) 1966
- (c) 1976                      (d) 1980

PART B — (5 × 5 = 25 marks)

Answer ALL questions choosing either (a) or (b).

Answer should not exceed 250 words.

11. (a) What are the features of Travel agency?

Or

- (b) Trace the rules for Travel agencies.

12. (a) Explain the meanings and functions of the Tour operator.

Or

- (b) Write about the types of Tour Operators.

13. (a) Give a brief note on Tour packaging.

Or

- (b) Discuss the various functions of a travel agents.

14. (a) Sketch the need and significance of Accommodation.

Or

- (b) Write a note on Reservations.



15. (a) Explain the organization chart of a hotel.

Or

- (b) Bring out the market potential of Tourism.

PART C — (5 × 8 = 40 marks)

Answer ALL questions choosing either (a) or (b).

Each answer should not exceed 600 words.

16. (a) Describe origin and Development of Travel.

Or

- (b) Describe the functions of Travel Agency

17. (a) Difference between travel agency and tour operators.

Or

- (b) Enumerate the characters of Tour operators

18. (a) Write an essay on the types of package tour.

Or

- (b) What do you meant by pricing objectives?

19. (a) What do you meant by marketing? Explain the reasons for the Hotel application of marketing principles in the Hotel Management?

Or

- (b) Why tourism product of planning?

20. (a) State and explain the different bases for segmentation.

Or

- (b) Describe the Importance of catering centers in the development of tourism.
-

(6 pages)

**Reg. No. :** .....

**Code No. : 22842 E      Sub. Code : JMTO 5 C**

B.A. (CBCS) DEGREE EXAMINATION,  
NOVEMBER 2018.

Fifth Semester

Tourism and Hospitality Management – Main

*Elective* — TRAVEL AGENCY MANAGEMENT

(For those who joined in July 2016 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer.

1. Name the leader who planned and established the Travel Agency.
  - (a) Marco Polo
  - (b) Thomas cook
  - (c) Vascodagama
  - (d) Hieun Tsang

2. Who is the founder of Travel Agent Association in India?
- (a) Bullmen                      (b) Ratan Tata  
(c) Katgara                      (d) Oberai
3. One of the chief functions of Travel agency is \_\_\_\_\_.
- (a) currency clearance  
(b) publishing magazine  
(c) organising seminars  
(d) issuing credit cards
4. The credit card system was first used by \_\_\_\_\_.
- (a) American Express company  
(b) British Travel Association  
(c) PATA  
(d) TAAI
5. “Spas” is related to \_\_\_\_\_ bath.
- (a) sun  
(b) beach  
(c) surf riding  
(d) medicinal

6. Which Indian Bank permitted Travel Agents for currency clearance to the intending clients?
- (a) Indian Bank
  - (b) Bharat State Bank
  - (c) Reserve Bank of India
  - (d) Indian Overseas Bank
7. Travellers of ancient period mostly used \_\_\_\_\_.
- (a) road transport      (b) sea transport
  - (c) air transport      (d) rail transport
8. \_\_\_\_\_ State Government operates the palace on wheels train.
- (a) Maharashtra      (b) Gujarat
  - (c) Karnataka      (d) Rajasthan
9. Tourist plan is designed by \_\_\_\_\_.
- (a) Tourist guide      (b) Tour operator
  - (c) Travel agent      (d) District collector
10. The famous magazine "Travel News" was published by \_\_\_\_\_.
- (a) TAAI      (b) ASTA
  - (c) PATA      (d) IATO

PART B — ( $5 \times 5 = 25$  marks)

Answer ALL questions, choosing either (a) or (b).

Answer should not exceed 250 words.

11. (a) Point out the characteristic features of Travel Agents.

Or

- (b) “Thomas Cook is considered as the first organizer of Travel Agency” – Prove the statement.

12. (a) What are the sources of income for Travel Agencies?

Or

- (b) Give an account on IATA's rules and regulation.

13. (a) List out the merits and demerits of Package Tour.

Or

- (b) Outline the various commission given to the Travel Agents.

14. (a) Outline the significance of Rail Transport in India.

Or

- (b) Bring out the significance of Air Transport for the development of International tourism.

15. (a) Prove the activities of Travel Agents Association in India.

Or

- (b) Describe the origin and purpose of ASTA.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).

Answer should not exceed 600 words.

16. (a) Examine the main functions of Tour operators.

Or

- (b) Clarify the origin and development of Travel Agency in India.

17. (a) Point out the main divisions of Travel Agencies.

Or

- (b) Give an account on the rules and regulations of the approval of Travel agency by the Indian Government.

18. (a) Review the various challenges faced by Indian tourism today.

Or

- (b) Define the term “Itinerary”.

19. (a) Explain the advantages of Road Transport.

Or

- (b) Assess the role of Airways in Tourism.

20. (a) Explain the structure of WATA.

Or

- (b) List out the important public relation media's related to Tourism.
-



**Reg. No. : .....**

**Code No. : 22836 E      Sub. Code : JMTO 31/  
SMTTO 31**

**B.A. (CBCS) DEGREE EXAMINATION,  
NOVEMBER 2018.**

**Third Semester**

**Tourism and Hospitality Management - Main**

**TRAVEL GEOGRAPHY**

**(For those who joined in July 2016 and afterwards)**

**Time : Three hours                      Maximum : 75 marks**

**PART A — (10 × 1 = 10 marks)**

**Answer ALL questions.**

**Choose the correct answer :**

1. Which is the longest river in India?  
(a) Ganges                      (b) Indus  
(c) Krishna                      (d) Mahanathi
  
2. Queen of Hills \_\_\_\_\_  
(a) Doddabetta                      (b) Ooty  
(c) Pykara                      (d) Dolphin Nose

3. Who named Marina \_\_\_\_\_  
(a) George (b) St. Joseph  
(c) Grand Daff (d) Kennady
4. South Indian spa \_\_\_\_\_  
(a) Madurai (b) Dindigul  
(c) Courtrallam (d) Virudunagar
5. Who created the Shore Temples?  
(a) Pallavas (b) Pandiyas  
(c) Cheras (d) Cholas
6. Who excavated Arikkamadu?  
(a) Dubrey (b) K.V. Raman  
(c) S.R. Rao (d) K.V. Soundar Rajan
7. India's first museum is located in  
(a) Delhi (b) Kolkatta  
(c) Chennai (d) Hyderabad
8. Nation Art gallery is located in  
(a) Chennai (b) Tanjore  
(c) Poompuhar (d) Madurai
9. Wild life protection Act was passed on  
(a) 1972 (b) 1973  
(c) 1974 (d) 1975
10. Kodiyakarai Bird Sanctuary is located in  
(a) Nagapattinam (b) Pudukottai  
(c) Trichy (d) Dindigul

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

Answer should not exceed 250 words.

11. (a) Salient features of Tourism product.

Or

- (b) Write a short note on the boundaries of India.

12. (a) Write a brief note on mineral wealth of India

Or

- (b) Explain – Climatic zones.

13. (a) What are the methods to avoid flood?

Or

- (b) Write a note on famine.

14. (a) Give a note on diversity of India.

Or

- (b) Explain – Artificial tourist resources.

15. (a) Monolithic Rathas.

Or

- (b) Write a note on Kaveri Poompattinam.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 600 words.

16. (a) Explain the excavation conducted in Adichanallur and Arikkamade.  
Or  
(b) Explain prince of Wales Museum.
17. (a) Tamil Nadu Tanjour Art Gallery – Explain.  
Or  
(b) Analyse the importance of Handicrafts.
18. (a) Give a detail account about Periyar wild life sanctuary.  
Or  
(b) Koonthankukam bird sanctuary.
19. (a) Explain about the National Parks.  
Or  
(b) Explain about the forts and palaces in Tamil Nadu.
20. (a) Narrate about the Kodiyakarai bird Sanctuary.  
Or  
(b) Analyse the importance of Ooty.