

19. (a) Illustrate the role and significance of Tourist Guides.

Or

- (b) Discuss the Pacific Asia Travel Association(PATA)
20. (a) Explain the need of documentation.

Or

- (b) Define the role and importance of foreign exchange.

PART C — (3 × 10 = 30)

Answer any THREE questions.

21. Demonstrate the various types of tourism.
22. Analyse the merits and demerits of star hotels.
23. Examine the role of tourism development in India.
24. Write an essay on world trade organisation(WTO).
25. Critically analyze the visa-emigration and immigration.

S.No. 8653

P 22 PSNME 2

(For candidates admitted from 2022–2023 onwards)

P.G. DEGREE EXAMINATION, NOVEMBER 2023.

Political Science – Non Major Elective

TOURISM AND TRAVEL MANAGEMENT

Time : Three hours

Maximum : 75 marks

PART A — (20 Marks)

Answer ALL questions.

- I. (A) Multiple Choice Questions: (5 × 1 = 5)
1. The main aim of the tourism industry in India is
- (a) To spread word of month and create repeat visitors.
- (b) To spread word of month.
- (c) Create repeat visitors.
- (d) None of these.
2. Which travel propensity measures total number of trips
- (a) Gross travel propensity
- (b) Travel measurement
- (c) Net travel propensity
- (d) None of these

3. Which is the world's top tourism destination according to international tourism receipts
 (a) U.S (b) Spain
 (c) France (d) China
 4. The first tourism policy was implemented in India
 (a) 1980 (b) 1981
 (c) 1982 (d) 1983
 5. Which of the following is a private sector tourism organization in India
 (a) TAAI (b) WTO
 (c) OPEC (d) IATA
- (B) Fill in the blanks (5 × 1 = 5)
6. _____ refers to the observation and interaction with local animal and plant life in their natural habitats.
 7. Tourism is economically significant because it generates _____ and employment.
 8. _____ is the public tourism undertaking in India.
 9. PATA stands for _____.
 10. _____ tourism allows people to travel within the country.

- II. Answer ALL questions (5 × 2 = 10)
11. Basic concept of tourism.
 12. What is inbound tourism?
 13. Brief note on motels.
 14. Types of tourism.
 15. What is trade fair?

PART B — (5 × 5 = 25)

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

16. (a) Discuss the basic components of tourism.
 Or
 (b) What are the motivating factors of tourism?
17. (a) Describe the different kinds of accommodation.
 Or
 (b) Assess the advantages and disadvantages of air transport.
18. (a) Estimate the role and importance of trade fair.
 Or
 (b) Write a short note on TTDC.