

TB244338S

Reg. No :

Name :

BACHELOR'S DEGREE (C.B.C.S) EXAMINATION, MARCH 2024

2022 ADMISSIONS REGULAR

SEMESTER IV - French Language And Literature COMPLEMENTARY COURSE 2 (TRAVEL AND TOURISM)

FR4C01B18 - Industrial Perspectives of Travel and Tourism in India

Time : 3 Hours

Maximum Marks : 80

Part A

I. Answer any Ten questions. Each question carries 2 marks

(10x2=20)

1. Define Tourism Product and give few examples for tourism products.
2. What are 'famtrips'?
3. What is the difference between hosted tour and an escorted tour?
4. In which country are the following cities located?- Caracus, Vancouver, Chicago and Melbourne?
5. How climate differ from weather?
6. What is the 3 letter city code for Santiago de Chile, Mexico City, New York and Bangkok?
7. How a genuine student can pursue her studies at recognized institutions in India?
8. Who is the competent authority to issue the passport in a country and why it can be withdrawn at any time?
9. What are the general information generally contain in a passport?
10. What do you mean by EU countries? What is the currency for EU countries?
11. What are the influencing factors for unstable demand in tourism?
12. Define Tourism Marketing.

Part B

II. Answer any Six questions. Each question carries 5 marks

(6x5=30)

13. What are the benefits and significance of package tours?
14. Create an itinerary for a group from Kerala to anywhere in North India for 5 days holiday.
15. What are the components included in a standard package tour?
16. What is travel geography? Why IATA has divided the world into 3 geographical areas?
17. Explain the 5 Freedoms of Air.
18. The local time in Madrid is 5 hours on 5th October. What is the local time and date in Vancouver? (SCT of MAD = GMT+1; SCT of YVR = GMT- 8 Pacific Time)
19. Why does a foreign tourist require a health certificate while entering India?
20. Write a note on Tourist visa and Medical visa?
21. Explain the various tools for marketing mix. Which are the important tool for a marketer in service industry and why?

Part C

III. Answer any Two questions. Each question carries 15 marks

(2x15=30)

22. Explain the peculiar characteristics of tourism product with suitable examples.
23. What is the local time in Rome (GMT+1), Switzerland(GMT+1), Portugal (GMT+0), Nigeria (GMT+1), Mumbai(GMT+5.30) and Singapore (GMT+8) when it is 2 hours in La Paz? (SCT of LPB= GMT-4)
24. Describe auxiliary services and information supplied by travel agents for the travellers.
25. What are the tools or techniques used in tourism marketing?

