

TB214360W

Reg. No :

Name :

B.A. DEGREE (C.B.C.S.) EXAMINATION, MARCH 2023

(2021 Admissions Regular, 2020 Admissions Supplementary / Improvement, 2019 & 2018 Admissions Supplementary)

SEMESTER IV - COMPLEMENTARY COURSE 2 (FRENCH LANGUAGE AND LITERATURE)

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. How round trip differ from circle trip?
2. Why rejuvenation strategies are difficult to implement in TALC model?
3. Name any 4 Palaces of North India.
4. How can we calculate total transport time?
5. What is destination geography?
6. What is the local time in Damascus, Syria on 10th July when it is 12 hours of GMT? (DST effective period: 1 April to 30 September- DST= GMT+2)
7. How a genuine student can pursue her studies at recognized institutions in India?
8. What is Red Channel and Green Channel?
9. What is Transit Visa?
10. What are joint passports?
11. What are the major functions of modern business management?
12. What is market segmentation?

Part B

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

(6x5=30)

13. Briefly explain the unique characteristics of tourism product.
14. What are the components included in a standard package tour?
15. Explain the main stages in tour design and selection process.
16. Write the 2 letter country code and currency for the following- Canada, Singapore, Indonesia, Japan and France.
17. Explain the 5 Freedoms of Air.
18. Explain the importance of world time zones and how it is divided? Why do certain countries modify their standard time during summer?
19. What are the arrival and exit formalities of a tourist entering India?
20. What are the general requirements to apply for tourist visa?
21. How selling could be differentiated from marketing?

Part C

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

(2x15=30)

22. Draw an itinerary for PG students going abroad anywhere in TC- 3 for 5 days.

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 what type of information can be found in TIM and how it helps in working within this industry.
25. Discuss the model for tour marketing plan with the help of diagram.