

TB146390A

Reg. No.....

Name.....

**B. A. DEGREE (C.B.C.S.S.) EXAMINATION, MARCH 2017**

**SEMESTER VI - COMMUNICATIVE ENGLISH**

**CE6TT - TRAVEL AND TOURISM**

**Time: Three Hours**

**Maximum Marks: 80**

**PART A**

**I. Answer all questions. Each question carries 1 mark.**

1. Define tourism.
2. Expand UNWTO.
3. What is a deluxe tour?
4. Define mass tourism.
5. What is 'pax'?
6. The Brihadeshwara Temple is located in -----.
7. What is Muziris Biennale?
8. What is an educational tour?
9. The heritage site Khjuroho is located in which Indian state?
10. Which is the Indian state famous for the Pushkar Mela?

**(10x1=10)**

**PART B**

**II. Answer any eight questions. Each question carries 2 marks.**

11. Explain hospitality management.
12. What is dark tourism?
13. What is the significance of the popular Indian festival Dussehra?
14. What are the three forms of tourism?
15. What is a passport?
16. What does the tourism campaign 'Athithidevo Bhava' aim at?
17. What is leisure travel?
18. What is the Grand Tour?
19. What is the role of travel agencies in tourism?
20. What are cultural centers?
21. How is a package tour different from a customized tour?
22. What is a protected area?

**(8x2=16)**

**PART C**

**III. Answer any six questions. Each question carries 4 marks.**

23. What are the various challenges faced by HRD?
24. Explain natural area tourism.
25. Write a short note on the backwaters of Kerala.

26. What are the different modes of travelling?
27. Explain the role of festivals and cultural products in tourism.
28. How has the dearth of promotional literature affected tourism?
29. What is tourist satisfaction and how is it related to destination loyalty?
30. Write a note on virtual tourism.
31. What is the role of Government agencies in promoting tourism?

**(6x4=24)**

#### **PART D**

#### **IV. Answer any two questions. Each question carries 15 marks.**

32. Which are the major tourist destinations in India?
33. Write an essay on ecotourism and the need for promoting it in today's scenario.
34. What is commercial tourism? Explain its impact on local communities?
35. What are the various tourism products? Which are the major tourism products of Kerala?

**(2x15=30)**