

TB154335A

Reg. No.....

Name:

B. A. DEGREE (C.B.C.S.S.) EXAMINATION, MARCH 2017
SEMESTER IV – COMPLEMENTARY COURSE (FRENCH)

FR4C02B - INDUSTRIAL PERSPECTIVES OF TRAVEL AND TOURISM IN INDIA

Time: Three Hours

Maximum Marks: 80

PART A

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

1. Name any two natural world heritage sites in India.
2. Give the importance of Buddhist circuits in India.
3. Define package tour.
4. Expand VISA and give the definition.
5. What do you mean by the term itinerary?
6. What is internet Marketing?

(6x1=6)

PART B

II. Answer any seven questions. Each question carries 2 marks

7. Explain PRIDE.
8. Briefly explain any three world heritage sites in Delhi.
9. Distinguish between passport and Visa.
10. Decode the following cities.
1. MCT. 2. IXM 3. BKK. 4. BOM
11. What do you meant by customs regulation?
12. Write the three letter codes for the cities.
1. Paris 2.Rome 3.Kochi 4.Harere
13. What is demographic segmentation? Give examples.
14. Explain Time Zones.
15. Name the capital and Currency of Singapore.
16. List the characteristics of tourism marketing.

(7x2=14)

PART C

III. Answer any five questions. Each question carries 6 marks.

17. Explain different types of Package Tour.
18. Describe the various types of passports.
19. What are the promotion mixes in tourism marketing? Explain.

20. Write the role of UNESCO in the declaration of World heritage sites.
21. Explain the elements of Tourism product.
22. Describe freedoms of air with suitable examples.
23. What is the local time in Moscow, Russian Federation when it is 19.00 hours on the 30th of March in Mexico city, Mexico? (GMT. Russia + 4 and GMT. Mexico – 6).
24. A flight departs Bangkok at 0635 hours and arrives in Sanfransisco at 0910 hrs. Find the flying time between the two cities. (Bangkok, SCT +8 and Sanfransisco SCT -8)

(5x6=30)

PART D

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

25. Explain the 8p's in Tourism marketing.
26. Give an account of the role of World Heritage sites in the promotion of Tourism in India.
27. Write an essay on travel documentation.
28. Give a brief account of the IATA areas and sub areas of the world.

(2x15=30)