

(DTTM01)

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P.G. DIPLOMA DEGREE EXAMINATION, DECEMBER – 2018

TRAVEL AND TOURISM MANAGEMENT

Principles of Tourism

Time : 3 Hours

Maximum Marks :70

Answer any five questions.

All questions carry equal marks.

- Q1)** Define Tourism and explain the elements of Tourism in detail.
- Q2)** Explain the concept and importance of Tourism.
- Q3)** Write about history of Tourism in India.
- Q4)** What are causes for the rapid growth of Tourism in Modern times?
- Q5)** Explain Tourism Services with some examples.
- Q6)** What are different modes of transport? Explain.
- Q7)** Explain the Role of Media in tourism.
- Q8)** Define communication and explain how communication helps in Marketing tourism.
- Q9)** Explain the economic impact of Tourism.
- Q10)** Write briefly about tourist destinations in AP.



(DTTM02)

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P.G. DIPLOMA DEGREE EXAMINATION, DECEMBER – 2018

TRAVEL AND TOURISM MANAGEMENT

Communication Skills

Time : 3 Hours

Maximum Marks :70

Answer any five questions.

All questions carry equal marks.

- Q1)** Why communication is essential in organization? Explain in detail communication network of the organization with appropriate examples.
- Q2)** Explain the basic principles used in letter writing. Discuss the language and styles used in Business correspondence.
- Q3)** Explain the sub-disciplines of non-verbal communication.
- Q4)** How to Increase listening efficiency and explain the Benefits of Effective listening?
- Q5)** What is Negotiation? Explain the various types of negotiation. Also enumerate the conditions and strategies of negotiations.
- Q6)** Explain the qualities of a skilful presenter.
- Q7)** Discuss the need for using pictures and diagrams in report writing.
- Q8)** What are the qualities of an effective communicator?
- Q9)** Explain how to overcome Cross-culture communication problems.
- Q10)** What do you understand by Press Conference? How is it handled? Explain.



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TRAVEL AND TOURISM MANAGEMENT

Travel Agency Management

Time : 3 Hours

Maximum Marks :70

Answer any five questions.

All questions carry equal marks.

- Q1)** Discuss the elements in tourism operations.
- Q2)** Describe the nature and significance of quality management in tourism.
- Q3)** Explain the procedure of establishing a tour operation company.
- Q4)** Explain the sources of recruiting Manpower in a tour operation company.
- Q5)** What are the factors that may be considered while selecting distribution chain?
- Q6)** Explain the issues in managing tour programme successfully.
- Q7)** Bring out the IT applications in travel agency operations.
- Q8)** Enumerate the dealings with air travel agents and transport suppliers.
- Q9)** Elucidate the food and beverage operations in travel management.
- Q10)** Explain the organization of hospitality operations in tourism management.



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P.G. DIPLOMA DEGREE EXAMINATION, DECEMBER – 2018

TRAVEL AND TOURISM MANAGEMENT

Tourism Products

Time : 3 Hours

Maximum Marks :70

Answer any five questions.

All questions carry equal marks.

- Q1)** State the features of Services and Classify them.
- Q2)** What are the problems faced in the Marketing of tourism products?
- Q3)** Elucidate culture as a tourism product.
- Q4)** Explain the considerations while designing tourism products.
- Q5)** Describe the trends in the growth of health care tourism product.
- Q6)** Classify resorts and explain their features.
- Q7)** Discuss the significance of hill stations and museums as tourist destinations.
- Q8)** Discuss the tourist places in Delhi-Agra-Jaipur.
- Q9)** Bring out the dance, art and handicrafts of A.P.
- Q10)** Write about tourist places in Visakhapatnam Circuit.



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P.G. DIPLOMA DEGREE EXAMINATION, DECEMBER – 2018

TRAVEL AND TOURISM MANAGEMENT

Computer Applications in Tourism & Travel Management

Time : 3 Hours

Maximum Marks :70

Answer any five questions.

All questions carry equal marks.

- Q1)** Discuss the information needs of tourism.
- Q2)** Explain the features of computer aided decision – making.
- Q3)** Distinguish between hardware and software.
- Q4)** Classify computers. What are the applications of software networks?
- Q5)** Bring out the contribution of MIS in decision making.
- Q6)** Explain the Role of Management in decision making.
- Q7)** Discuss the impact of information technology on tourism.
- Q8)** Explain how media as an information tool to tourism.
- Q9)** What are the social dimensions of computerisation?
- Q10)** Explain the impact of computers on the living style of public.

