

**(DTTM 01)**

P.G. DIPLOMA EXAMINATION,  
DECEMBER 2019.

Travel and Tourism Management

**PRINCIPLES OF TOURISM**

Time : Three hours

Maximum : 70 marks

Answer any FIVE questions.

All questions carry equal marks.

1. What are the basic components and elements of tourism? Explain in detail.
  2. Write a note on history of Tourism in India.
  3. What is the role of media in Tourism Marketing?
  4. Examine the role of Travel agency in tourism promotion.
  5. How can you increase the effectiveness of advertisements with regard to Tourism? Explain.
  6. State the social and environmental impact of tourism.
  7. Write about the following
    - (a) Cuisines
    - (b) Tour operators
    - (c) Escorts.
  8. Bring out the causes for the rapid growth of Tourism in recent past in India.
  9. Explain different types of tourism services.
  10. "Tourism Creates employment opportunities". Explain.
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**(DTTM 02)**

P.G. DIPLOMA EXAMINATION,  
DECEMBER 2019.

First Year

Travel and Tourism Management

COMMUNICATION SKILLS

Time : Three hours

Maximum : 70 marks

Answer any FIVE questions.

All questions carry equal marks.

1. Explain the process and types of communication in detail.
  2. Differentiate between verbal and non-verbal communication.
  3. Explain the advantages and disadvantages of oral communication.
  4. Explain the seven C's of communication.
  5. How do you overcome the barriers involved in listening? Explain in brief.
  6. Define Report. Explain types of reports in detail.
  7. State the preparation and process of presentation.
  8. What are the basic requirements of a business letter?
  9. Write a note on body language signs and their importance in Communication.
  10. Define public relations. Explain about misconceptions of public relations.
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**(DTTM 03)**

P.G. DIPLOMA EXAMINATION,  
DECEMBER 2019.

First Year

Travel and Tourism Management

TRAVEL AGENCY MANAGEMENT

Time : Three hours

Maximum : 70 marks

Answer any FIVE questions.

All questions carry equal marks.

1. What is tourism operation? Explain the elements involved in tourism operations.
  2. Explain about quality management in tourism. State its significance.
  3. Discuss the impact of technology on developing operations in travel agency.
  4. Explain about inbound and out bound tour operations.
  5. Describe the process of recruitment of travel agent.
  6. What is organised and un organised front office? How are they differ from each other?
  7. List out the various functions and services of a travel agency.
  8. Explain the managing and marketing of tour packages.
  9. What are the channels of distribution of travel agency management? Explain in detail.
  10. Explain factors be considered in food and beverage operation.
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**(DTTM 04)**

P.G. DIPLOMA EXAMINATION, DECEMBER 2019.

First Year

Travel And Tourism Management

**TOURISM PRODUCTS**

Time : Three hours

Maximum : 70 marks

Answer any FIVE questions.

All questions carry equal marks.

1. Explain the concept of service industry and state its characteristics.
  2. Write a brief note on Tourism Product Designing and Development.
  3. What are the factors influencing the growth of resort market in India? Explain in detail.
  4. What do you understand by Religious Tourism? Give some examples.
  5. Explain the positioning of health tourism product.
  6. Briefly explain about socio-cultural heritage of Andhrapradesh.
  7. Trace out the problems and challenges faced in the process of Resort Designing and Planning.
  8. What are the factors to be considered for Marketing and Tourism Products?
  9. Explain the tourism spots in Visakhapatnam Circuit.
  10. Briefly explain about festivals of AP.
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**(DTTM 05)**

P.G. DIPLOMA EXAMINATION, DECEMBER 2019.

Travel And Tourism Management

COMPUTER APPLICATIONS IN TOURISM AND TRAVEL MANAGEMENT

Time : Three hours

Maximum : 70 marks

Answer any FIVE questions.

All questions carry equal marks.

1. What is MIS? How it helps in the process of decision making? Explain.
  2. Explain how media acts as an information tool to tourism.
  3. Write about the evolution and types of computers.
  4. Write about the role of computer and internet in Tourism and Travel Management.
  5. Define network. Write about different types of network topologies.
  6. Explain about the legal and confidential aspects of computerization.
  7. Define computer. Write about the impact of computers on living style.
  8. Define information system. How it helps in the growth of an organization? Explain.
  9. Explain organization as an information processing unit.
  10. Write about travel services and role of travel services in Tourism Industry.
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