

(DTTM 01)

P.G. DIPLOMA EXAMINATION, NOVEMBER 2021.

First Year

Travel and Tourism Management

PRINCIPLES OF TOURISM

Time : Three hours

Maximum : 70 marks

Answer any FIVE questions.

1. What is tourism? Explain its nature and importance.
 2. Describe the components of tourism industry.
 3. Explain the causes for the growth of tourism in modern era.
 4. Briefly discuss the history of tourism in India.
 5. Elucidate the different types of tourism services.
 6. Discuss the role of tourist guide in tourism management.
 7. What are the different types of promotional activities used in tourism industry? — Explain.
 8. How communication skills play an important role in attracting customers in tourism management? — Discuss.
 9. Explain in detail about the economic impact of tourism.
 10. Discuss the environmental impacts of tourism.
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(DTTM 02)

P.G. DIPLOMA EXAMINATION, NOVEMBER 2021.

First Year

Travel and Tourism Management

COMMUNICATION SKILLS

Time : Three hours

Maximum : 70 marks

Answer any FIVE questions.

All questions carry equal marks.

1. What do you mean by communication? Explain the process of communication.
 2. Write in detail about the informal communication network.
 3. Explain about 7 C's of communication.
 4. What is the significance of body language in communication?
 5. What are the types of listening? Explain the benefits of effective listening.
 6. Do you think negotiating skills are essential for modern day business managers? Explain.
 7. Write an overview on the skills required for effective presentation.
 8. Elucidate on the basic requirements of a business letter.
 9. Explain how to handle cross culture communication problems.
 10. Define PR. Write about the importance of effective communication skills for handling media and public relations.
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(DTTM 03)

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NOVEMBER 2021.

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. Define a tour operation. Explain the important elements in tourism operations.
 2. What is quality? What type of quality measures taken in tourism industry?
 3. Describe the importance of developing and managing linkages with principal suppliers.
 4. Discuss the functions of travel agencies in marketing of tour packages.
 5. What is distribution? Explain the role of distribution in the tourism industry.
 6. Briefly explain the steps in managing a tour.
 7. Discuss the type of operations performed by a travel agency.
 8. Elucidate the promotional activities used by a travel agency.
 9. What is hospitality? How hospitality is different from hotel management-discuss?
 10. Explain the following terms :
 - (a) Housekeeping operations.
 - (b) Food and beverage operations.
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(DTTM 04)

P.G. DIPLOMA EXAMINATION, NOVEMBER 2021.

First Year

Travel and Tourism Management

TOURISM PRODUCTS

Time : Three hours

Maximum : 70 marks

Answer any FIVE questions.

All questions carry equal marks.

1. Define services. Explain the nature and classification of services.
 2. Describe the factors to be considered in marketing of tourism products.
 3. Explain the significance of culture as a tourism product in detail.
 4. Discuss about wild life and adventure tourism products.
 5. Discuss the positioning strategies for health tourism products.
 6. What do you understand by a resort? Explain the different types of resorts?
 7. Elucidate the tourism destinations in India.
 8. Describe the tour organization to
 - (a) Delhi-Agra-Jaipur.
 - (b) Ajantha-Ellora.
 9. How do you organize tours of various prominent places in AP?
 10. What are the salient features of that exhibit socio — cultural heritage of AP?
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First Year

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 information? Discuss the types of information used in tourism and travel management.
 2. Explain the role of MIS in decision making.
 3. Describe the following terms :
 - (a) Computer Hardware.
 - (b) Computer Software.
 4. Briefly explain about the computer networks.
 5. Discuss the Anthony framework of understanding computer.
 6. Elucidate the role of decision making in management functions.
 7. What is information technology (IT)? Discuss its role in tourism and travel services.
 8. How media act as an information tool to tourism? Explain.
 9. Explain the social dimensions of computerization.
 10. Describe the legal aspects pertaining to tourism and travel management.
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