

Total No. of Questions : 10]

**DTTM01**

**P.G. DIPLOMA DEGREE EXAMINATION,  
JUNE/JULY - 2019  
TRAVEL AND TOURISM MANAGEMENT  
Principles of Tourism**

**Time : 3 Hours**

**Maximum Marks : 70**

Answer any five questions  
All questions carry equal marks

- Q1)** Explain the meaning and nature of tourism.
- Q2)** What is the role of tourism in Indian Economy? Explain in detail.
- Q3)** What are the promotional events involved in tourism?
- Q4)** Difference between Guide and Escorts.
- Q5)** Discuss about economic factors and its impact on tourist.
- Q6)** Write a brief note on Tourist accommodations.
- Q7)** Explain the importance of Transport in Tourism.
- Q8)** State the impact of media on development of tourism.
- Q9)** What is advertising publicity? Explain briefly.
- Q10)** Explain the importance of Communication Skills in tourism.



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**DTTM02**

**P.G. DIPLOMA DEGREE EXAMINATION,  
JUNE/JULY - 2019  
TRAVEL AND TOURISM MANAGEMENT  
Communication Skills**

**Time : 3 Hours**

**Maximum Marks : 70**

Answer any five questions  
All questions carry equal marks

- Q1)** Define Communication. Name the various media of Communication that can be used for internal Communication.
- Q2)** Differentiate between formal and informal Communication Network.
- Q3)** Explain the Seven C's of Communication.
- Q4)** Suggest measures to improve listening skills.
- Q5)** How can we Overcome Cross Culture Communication Problems? Explain in brief.
- Q6)** Elucidate Qualities that a presenter should have in Public Speaking.
- Q7)** What are the various communication styles that may manager use in Interpersonal Communication?
- Q8)** Explain the types of Resume. Bring out the steps involved in Resume writing.
- Q9)** What is the impact of Globalization on organisational and Multicultural Communication?
- Q10)** Briefly explain the use of Communication Skills for Media and Public relations.

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**DTTM03**

P.G. DIPLOMA DEGREE EXAMINATION, JUNE/JULY - 2019

**TRAVEL AND TOURISM MANAGEMENT**

**Travel Agency Management**

**Time : 3 Hours**

**Maximum Marks : 70**

Answer any five questions  
All questions carry equal marks

- Q1)** What is the need of Caring for Customers in tourism? Explain briefly.
- Q2)** Explain the significance and growth of tourism in India in the recent past.
- Q3)** What are the promotional activities of travel agencies?
- Q4)** Explain the influence of Technological Environment on the Tourism.
- Q5)** What is departmentalisation of agency? How does it work? Explain.
- Q6)** Explain the Role of Distribution and Selling through Distribution Chains.
- Q7)** Differentiate between Inbound and Outbound Tour Operations.
- Q8)** Explain the Management of Hospital Operations.
- Q9)** Describe the steps involved in managing a tour.
- Q10)** Explain the concept of Developing and Managing linkages with Suppliers.



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**DTTM04**

**P.G. DIPLOMA DEGREE EXAMINATION, JUNE/JULY - 2019**

**TRAVEL AND TOURISM MANAGEMENT**

**Tourism Products**

**Time : 3 Hours**

**Maximum Marks : 70**

Answer any five questions  
All questions carry equal marks

- Q1)** Explain the Nature, Scope and Characteristics of Service Industry.
- Q2)** What are the issues and considerations of tourism product in Service Industry?
- Q3)** Describe the importance of religious tourism from view point of Tirupati, Vijayawada and Simhachalam in Andhra Pradesh.
- Q4)** What is health tourism? Explain designing and development of health product.
- Q5)** Enumerate the significance of Beach resorts and Desert Safaris as tourist destinations.
- Q6)** Explain different types of resorts.
- Q7)** Explain the growth of Indian resort market in detail.
- Q8)** List out some handicrafts and festivals of Visakhapatnam circuit.
- Q9)** How does Culture Design and Develop as a Tourism Product? Explain.
- Q10)** List out the heritage circuits in India.



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**DTTM05**

**P.G. DIPLOMA DEGREE EXAMINATION, JUNE/JULY - 2019**

**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)** What is a computer? Write about the role of computers in tourism industry.
- Q2)** Explain “media as an information tool to tourism”.
- Q3)** Define topology. Explain different types of networks.
- Q4)** Write about the social and legal dimensions of computerization.
- Q5)** What is Information system? How it helps in decision making? Explain.
- Q6)** Write about the importance of travel-services and tour services on tourism and travel management.
- Q7)** Write about the evolution of computers.
- Q8)** Discuss the role of technology on social-life.
- Q9)** Write about the relationship between Tourism Management and internet.
- Q10)** What is MIS? Write about the functions of management in connection with Travel Management.

