

**Avinashilingam Institute for Home Science and Higher Education for
Women, Coimbatore-641043
Bachelor's Degree Examination - November 2017**

I Semester

**Class : I UG
Major : B.B.A Tourism**

**Time : 3 Hrs
Max.Marks : 100**

15BTOC02 Tourism Principles and Practices

Part – A

10x1=10

Choose the correct answer

1. The features which enable a visitor to enjoy various attractions are -----
 - a. Attraction
 - b. Accessibility
 - c. Amenities
 - d. None
2. A temporary visitor staying less than 24 hrs is -----
 - a. Excursionist
 - b. Vacationer
 - c. Recreationist
 - d. None
3. The Hanging Garden belongs to -----
 - a. Greek
 - b. Babylon
 - c. Egypt
 - d. Rome
4. The Golden Chariot train belongs to -----
 - a. Tamil Nadu
 - b. Kerala
 - c. Karnataka
 - d. Andhra Pradesh
5. Tata Airlines was founded in the year.
 - a. 1932
 - b. 1934
 - c. 1942
 - d. 1945
6. ----- provided accommodation in India in the ancient and medieval period.
 - a. Viharas
 - b. Dharmasalas
 - c. Sarai's
 - d. All the above
7. PATA was founded in -----
 - a. 1950
 - b. 1951
 - c. 1952
 - d. 1953
8. WTO was founded in -----
 - a. 1975
 - b. 1976
 - c. 1977
 - d. 1978
9. The first railway journey in India took place in -----
 - a. 1773
 - b. 1800
 - c. 1853
 - d. 1862
10. World Tourism Day is celebrated on -----
 - a. 27th September
 - b. 28th September
 - c. 29th September
 - d. 30th September

Part – B

5x6=30

Answer the following

Answer should not exceed 400 words or two pages

11. a. Explain the benefits of tourism.
(or)
11. b. Write short notes on Amenities.
12. a. Briefly describe the Road ways of India.
(or)
12. b. Give a note on Water Ways.
13. a. Write a note on Travel Agents.
(or)
13. b. Write a note on Channels of Distribution.
14. a. Give a note on UFTAA.
(or)
14. b. Explain ICAO.
15. a. Explain the nature of tourism planning.
(or)
15. b. Highlight the various levels of tourism planning.

Part – C

5x12=60

Answer the following

Answer should not exceed 800 words or 4 pages

16. a. Write an essay on the components of Tourism.
(or)
16. b. Analyze the evolution of Tourism.
17. a. Describe the different types of Accommodation.
(or)
17. b. Critically Analyze the role of railways in Tourism Industry.
18. a. Write an essay on IATA.
(or)
18. b. Write an essay on PATA.
19. a. Give a detailed account on Tour Operators.
(or)
19. b. Examine about the suppliers of Tourism industry.
20. a. Explain in detail about planning process.
(or)
20. b. Discuss the importance and goals of tourism planning.