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## Avinashilingam Institute for Home Science and Higher Education for Women

(Deemed to be University under Category 'A' by MHRD, Estd. u/s 3 of UGC Act 1956)

Re-accredited with 'A+' Grade by NAAC. Recognised by UGC Under Section 12B

Coimbatore - 641 043, Tamil Nadu, India

### Bachelor's Degree Examination – July 2021

#### II Semester

Class : I UG  
Major : Tourism

Time : 3 Hours  
Max. Marks : 100

#### 18BTOC05 Tourism Business

##### Part A

10 x 1 = 10

##### Choose the Correct Answer

1. As a tourist you arrive at New Delhi, the capital of India. During a day of sight-seeing, which of the following would you NOT see in New Delhi? CO5 K5  
a. Hawa Mahal      b. Red Fort      c. Connaught Place      d. Jantar Mantar
2. Continuing your journey in the northern part of India, you visit a city which is a Union territory and is also the capital of two Indian states. Which is this city? CO5 K4  
a. Shimla      b. Amritsar      c. Chandigarh      d. Noida
3. In the eastern part of India is a town that houses the world famous Sun Temple, which is a popular tourist spot. Which is this town? CO5 K4  
a. Ujjain      b. Khajuraho      c. Konark      d. Puri
4. Moving to the southern part of India, we come to a prominent metropolis which has landmarks like the Char Minar and the famous Salar Jung museum. Which is this metropolis? CO5 K4  
a. Bangalore      b. Hyderabad      c. Trivandrum      d. Pune
5. A very popular tourist spot in Southern India is known as God's own country. Which is it? CO3 K4  
a. Assam      b. Kashmir      c. Meghalaya      d. Kerala
6. TSA stands for CO2 K3  
a. Tourism Satellite Account      b. Tourism Satellite Access  
c. Travel Satellite Account      d. Tourism Service Account
7. What is the maximum length of stay for someone to still be classified as a tourist? CO2 K1  
a. One Year      b. One Month      c. Two Months      d. One Year
8. Why does the government play an important role in tourism? CO2 K2  
a. Funding      b. The sector is fragmented  
c. Leadership      d. All the Above
9. Which of the following is an example of a purpose-built attraction? CO3 K4  
a. Lake      b. Theme Park      c. Country House      d. National Park
10. Which of the following is not a travel document for an international tourist? CO4 K3  
a. Car Rental Agreement      b. Passport  
c. Visa      d. Insurance

**Part B**  
**Answer ALL questions**  
**Each answer should not exceed 400 words or two pages**

**5 x 6 = 30**

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|---|--------|
| 11.a. Write on different types of travel agents.<br>(or)                          | CO1 K1 |
| 11.b. Define the term Travel agents.  | CO1 K1 |
| 12.a. Distinguish between travel agency and tour operators.<br>(or)               | CO2 K3 |
| 12.b. Describe the term Tour Operator.  | CO2 K4 |
| 13.a. Elucidate the Forms and Components of Package Tour.<br>(or)                 | CO5 K4 |
| 13.b. Explain the types of package tour.  | CO4 K3 |
| 14.a. How do you see the commission structures from suppliers of service?<br>(or) | CO2 K3 |
| 14.b. How do you see the Reservation Procedures for Rail Travel?                  | CO3 K3 |
| 15.a. Write a note on pilgrimage tour packages in India.<br>(or)                  | CO5 K3 |
| 15.b. Give a short note on Golf Tours.  | CO5 K2 |

**Part C**  
**Answer ALL questions**  
**Each answer should not exceed 800 words or four pages**

**5 x 12 = 60**

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|---|--------|
| 16.a. Describe the main functions of travel agents.<br>(or)   | CO1 K3 |
| 16.b. What is the procedure for establishing yourself as a travel agent as per the rules of Department of Tourism and IATA? | CO4 K3 |
| 17.a. Compare and Contrast tour operator, tour organizer, wholesaler and retailer.<br>(or)                                  | CO2 K3 |
| 17.b. Examine the procedure to become a tour operator in India.   | CO2 K2 |
| 18.a. Discuss the advantages and disadvantages of package tour.<br>(or)   | CO5 K2 |
| 18.b. What is Travel Documents? Why is important?   | CO4 K3 |
| 19.a. Elucidate the Reservation Procedures for Tour Related Services.<br>(or)   | CO3 K3 |
| 19.b. Illustrate Cancellation Procedures for Tour Related Services.   | CO2 K2 |
| 20.a. Enlight on product oriented package tour in detail.<br>(or)   | CO5 K3 |
| 20.b. Discuss the adventure package tour in detail.   | CO5 K2 |

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