

**Avinashilingam Institute for Home Science and Higher Education for Women
Colombatore-641043.
Master's Degree Examination - November 2017
I Semester**

Class : I PG
Major : M.B.A (Tourism and Travel Management)

Time: 3 hours
Max. Marks: 60

17MTAC02 – Business of Tourism

Part A

10 x 1/2 = 5

Choose the correct answer

1. IATO is a/an _____ level Tourism Organisation

- a. International b. National c. State d. Regional

2. Thomas cook organized the first group train excursion in _____

- a. 1846 b. 1881 c. 1876 d. 1841

3. Which among the following is a type of package tour brochure?

- a. Shell brochure b. Umbrella brochure c. Regular brochure d. All the above

4. A person who travels to extreme and off-beat locations is called as _____ tourist

- a. Allocentric b. Psychocentric c. Drifter d. Excursionist

5. Which of the following is not a component of package tour cost?

- a. Accommodation cost b. Transportation cost c. Shopping cost d. Sightseeing cost

6. When a travel agency provides the services of a well-educated, trained tour manager for the tour, it is known as _____

- a. Escorted Tour b. Hosted Tour c. Inclusive Tour d. Incentive Tour

7. The luxury train 'Palace-On-Wheels' is operated by _____ Tourism Board

- a. Maharashtra b. Rajasthan c. Karnataka d. Madhya Pradesh

8. The world famous rail network of Europe is known as _____

- a. MRT b. Eurail c. TGV d. Trans-Siberian

9. The tallest self-standing superstructure of the world is _____

- a. Burj Al Arab b. Twin Towers c. Burj Khalifa d. Opera House

10. _____ is used by 'Principle Service Providers' to provide real time availability

- a. CRS b. GDS c. LAN d. WAN

