

**TAO/17**

Serial No.

Register No.

**2017**

**Paper - III – TOURISM ADMINISTRATION AND OPERATIONS**

Duration : 3 Hours

Max. Marks : 300

*General Instructions to the Applicants :*

- i) This Question Paper is Descriptive Type in Post Graduate Degree Standard.
- ii) There is no reservation of marks for neatness of execution and correctness of spelling in respect of this paper.

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## SECTION — A

(Very Short Answer Type)

- Note :**
- i) Answer **not exceeding 30 words** each question.
  - ii) Each question carries **three marks**.
  - iii) Answer any **thirty** questions out of **thirty five** questions.

(30 × 3 = 90)

1. What are the essential components of Tourism Supply?
2. Define the three different tourism planning scale.
3. What is PPP in Tourism?
4. Write a note on the conceptual planning in Tourism.
5. Write about the types of public sector tourism organisations.
6. Write briefly about the need for Basic Infrastructure in Tourism.
7. Write briefly about co-ordinated planning for Tourism.
8. What do you mean by site level planning?
9. What is distribution mix?
10. List out the various types of Passport.
11. Mention the recommendations of Jha committee.
12. What are the key objectives of National Tourism Policy 2002?

13. What are the channels for custom clearance of incoming passengers?
14. Write briefly about the goals of Tourism Department, Government of Tamil Nadu for 2016 –17.
15. Write a note on “Virunthinar Potruthum, Virunthinar Potruthum” with regard to Tourism in Tamil Nadu.
16. Write a note on “Enchanting Tamil Nadu, Experience Yourself”.
17. What is intangibility of Services?
18. Write a note on psychographic segmentation.
19. What is a tourism product?
20. Write a note on Tourism market.
21. Distinguish between Travel market and a Commodity market.
22. Write briefly on the concept of marketing mix and write who introduced this concept?
23. Give a brief overview on the tools of Marketing Communication.
24. What is Tourism Forecasting?
25. What are the bases of Accounting?
26. What is Invoice?
27. What is Book-Keeping?
28. Write briefly about the branches of accounting.

29. Write briefly about the following accounting Terminologies.  
(a) Capital                      (b) Revenue                      (c) Liability.
30. What is a Ledger?
31. What do you mean by Working Capital Management?
32. Write a note on the Mission of the TFCI.
33. What is Visa an Arrival?
34. What is Tour Costing?
35. Mention the unique facets of MICE Tourism.

## SECTION — B

(Brief Answer Type)

- Note :**
- i) Answer **not exceeding 120 words** each question.
  - ii) Each question carries **eight marks**.
  - iii) Answer any **fifteen** questions out of **eighteen** questions.

(15 × 8 = 120)

36. Write how to identify the scope for Tourism Development at a Destination?
37. Explain the functions of a National Tourist Organisation.
38. Bring out the health regulations for international travel.

39. Explain the process of formulation of Tourism Policy.
40. Examine the tourism significance of Vision Tamilnadu 2023.
41. Explain Product Life cycle.
42. Explain the important features of product positioning.
43. Explain the Nature and characteristics of Tourism offers.
44. Explain the main features of the distribution channels of Indian tourism.
45. Discuss the marketing initiatives of TTDC.
46. What are the duties of Night Auditor?
47. Bring out the significance of Financial Management.
48. What is a cost sheet? Explain the objectives and advantages of Hotel cost sheet.
49. Explain the sources of Revenue for the Travel agents.
50. Discuss the components and potentials of Event Tourism.
51. Write about the types of Travel Agencies.
52. What are the roles and functions of TAAI? Draw the organization structure of TAAI.
53. Discuss the basic criteria for success in rural tourism.

## SECTION — C

(Detailed Answer Type)

- Note :**
- i) Answer not exceeding 250 words each question.
  - ii) Each question carries *fifteen* marks.
  - iii) Answer any **two** questions out of **three** questions.

(2 × 15 = 30)

54. Describe health tourism based on Ayurveda Practices in India.
55. What are the linkages between tourism policy and planning – Explain.
56. Explain the Distribution channels in Tourism.

## SECTION — D

(Essay)

- Note :**
- i) Answer not exceeding 500 words each question.
  - ii) Each question carries *thirty* marks.
  - iii) Answer any **two** questions out of **four** questions.

(2 × 30 = 60)

57. Explain the Growth and Development of Tourism in India through the Five Year Plans of Government of India.
58. What is the Tamil Nadu Tourism's brand statement? Explain how the department of Tourism, Government of Tamil Nadu is using the International Travel Marts for Publicity compaigns abroad?
59. Give an account of the issues and challenges in Tourism Marketing.
60. Explain Tour costing with an example.

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