

BUSINESS COMMUNICATION

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Time : Three hours

Maximum : 100 marks

## PART A — (5 × 5 = 25 marks)

Answer any FIVE of the following.

1. Describe the process of communication.
2. Analyse the steps involved in effective writing.
3. What are the parts of a circular letter?
4. Explain circular letters.
5. Write a specimen of press report.
6. What is the basic format of a report?
7. Analyse the use of computers in communication.

## PART B — (5 × 15 = 75 marks)

Answer any FIVE of the following.

8. Examine the objectives and forms of communication.
  9. What are the steps involved in effective writing?
  10. Prepare a report on the foreign tour that you have organised.
  11. Write a letter of application for the post Tourist manager in Cox and Kings Int. Tours.
  12. How do we employ modern communication methods in Business?
  13. What are the general essentials of a good report?
  14. Highlight the essential elements of a business letter.
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Paper II — PRINCIPLES AND PRACTICES OF  
TOURISM

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Time : Three hours

Maximum : 100 marks

PART A — (5 × 5 = 25 marks)

Answer any FIVE questions in not exceeding  
200 words each.

1. Explain Tourism in the context of the United Nations Conference, 1963.
2. Write a note on Mass Tourism.
3. How does tourism generate employment?
4. Give an account of Travel Insurance service of the private sectors in Tourism.
5. Describe sustainable tourism development planning.
6. What are the requirements of successful integrated planning in tourism?
7. Trace the importance of Tourist Information centres of India in Overseas.

PART B — (5 × 15 = 75 marks)

Answer any FIVE questions in not exceeding  
4 pages each.

8. Write an essay on the Motivations for travel.
9. Discuss the demographic and social trends that influence tourism in India.
10. Bring out the cultural significance of tourism in general.
11. Sketch the various functions of the India Tourism Development Corporation.
12. Throw light on the government efforts for the development of tourism in India Since 1947.
13. Assess the various issues involved in evolving a tourism Master Plan.
14. Examine Public Relations as a tool for conducting tourism marketing campaign.

Time : Three hours

Maximum : 100 marks

## PART A — (5 × 5 = 25 marks)

Answer any FIVE of the following in not exceeding  
200 words each.

All questions carry equal marks.

1. What do you know about the history of Travel in ancient times?
2. Give a note on the functions of Travel Agents.
3. State the advantages of International Airport.
4. Describe the computer Reservation system in Travel industry.
5. Mention briefly about 'Euro Tunnel'.
6. What are the facilities available in Southern Railway?
7. Write a note on International Union of Official Travel Organization (IUOTA).

## PART B — (5 × 15 = 75 marks)

Answer any FIVE of the following in not exceeding  
4 pages each.

All questions carry equal marks.

8. Discuss the impact of world wars on the transport systems.
9. Describe the various services provided by a Travel Agency.
10. Critically examine the various travel documents.
11. Name the different types of airfares offered by the Airlines, How are these fares determined?
12. How big is the airline industry in the world? And what is its feature?
13. Examine the importance of water transport in Travel Management.
14. Describe the structure and functions of International Civil Aviation Organisation (ICAO).

