

TOURISM MANAGEMENT

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(For those who joined in July 2003 and after)

Time : Three hours

Maximum : 100 marks

PART A — (4 × 5 = 20 marks)

Answer any FOUR questions, each not exceeding  
1 page.

1. Define the terms 'Tourist' and 'Excursionist'.
2. List out the components of tourism.
3. Write a note on 'Motel' and 'Youth Hostel'.
4. Enumerate the recommendations of the Sargent Committee.
5. Describe the nature of purpose of staffing in tourism industry.
6. What is meant by 'Strategic Management' in tourism?

PART B — (5 × 16 = 80 marks)

Answer any FIVE questions, each not exceeding  
4 pages.

7. Write an essay on the concept of Management in tourism industry.
  8. What are the various methods of Measurements of tourism?
  9. Examine the role of Government in promoting tourism in India.
  10. "India is a land of all seasons, for all reasons" — Discuss.
  11. Give an account of Selection and Training of personnel in tourism industry.
  12. Bring out the importance of leadership and Team Management in tourism.
  13. Sketch the key elements of managerial skills in tourism.
  14. What are your suggestions to promote domestic and international tourism in India?
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## TOURISM PRODUCTS

Answer any FIVE questions, not exceeding  
4 pages each.

(For those who joined in July 2003 and after)

Time : Three hours

Maximum : 100 marks

## PART A — (4 × 5 = 20 marks)

Answer any FOUR questions, not exceeding  
1 page each.

1. Write a short note on Hinduism.
2. List the major types of architecture found in ancient and medieval India.
3. What do you mean by symbolism in painting?
4. List five wildlife sanctuaries in India.
5. What do you mean by tourism product life cycle?
6. Define eco-tourism. List any three major eco-tourism destinations.

7. Write an essay on the handicrafts of India.
8. "Continuous development of alternate tourism products is vital for the sustained competitive advantage of tourism enterprises" — Explain.
9. Give a detailed account of adventure tourism opportunities in India.
10. Explain the role of duty-free shops in promoting tourism.
11. Describe the salient features of Hindustani and Carnatic music.
12. Describe the advantages and disadvantages of promoting night life tourism.
13. What is virtual tourism? Will it boost or dampen the demand for traditional tourism?
14. Write short notes on Bharatanatyam, Kathakali, Manipurim Kathak and Kuchipudi.

CULTURAL HERITAGE OF INDIA

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(For those who joined in July 2003 and after)

Time : Three hours

Maximum : 100 marks

PART A — (4 × 5 = 20 marks)

Answer any FOUR questions.

1. What is meant by 'Unity in Diversity'?
2. Describe the architectural skills of the Indus people.
3. Sketch the status of women in the later vedic period.
4. Explain the customs and manners of the people of the Gupta period.
5. Estimate the contribution of the Vijayanagar rulers to Literature and Art.
6. Write a note on the 'Ramakrishna Mission'.

PART B — (5 × 16 = 80 marks)

Answer any FIVE questions.

7. Examine the socio-religious life of the Indus people.
8. Write an essay on the Vedic Literature.
9. Evaluate the cultural achievements of the Mauryas.
10. Estimate the contributions of the Cholas to Art and Architecture.
11. Highlight the socio-cultural life of the people during the Chalukya rule.
12. Describe the achievements of the Mughals in the field of Art and Architecture.
13. Analyse the services of the Christian Missionaries to Indian society.
14. Discuss the impact of the British rule on Indian culture.

