

BUSINESS COMMUNICATION

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Time : Three hours

Maximum : 100 marks

PART A — (4 × 5 = 20 marks)

Answer any FOUR questions.

All questions carry equal marks.

1. What are the objectives of communication?
2. In what ways can good communication promote productivity?
3. What do you mean by video conferencing?
4. Explain the importance of communication.
5. What are the essentials of a good business letter?
6. State the importance of E-Mails.

PART B — (5 × 16 = 80 marks)

Answer any FIVE questions, not exceeding  
4 pages each.

7. Discuss the general principles of communication.
8. Explain the different forms of business communication.
9. Write a letter to a customer who has been very regular in his payment, but not paid your last bill inspite of a remitter.
10. Draft a circular invitation for a visit to an exhibition of industrial and laboratory furniture manufactured by Mrs. Ganga, Mumbai.
11. What is a sales letter? What points would you take into consideration in drafting a sales letter?
12. As secretary of a public limited company, write a suitable letter to your bankers requesting them for a guarantee limit up to Rs. 50 lakhs.
13. Write a letter to your bank complaining about the delay in receiving account statement and about the errors discovered in them.
14. You cost your life insurance policy while travelling is a suburban train. Write a suitable letter to the insurance company.

PRINCIPLES AND PRACTICES OF TOURISM

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Time : Three hours

Maximum : 100 marks

PART A — (4 × 5 = 20 marks)

Answer any FOUR questions.

1. Define Tourism.
2. Paid Holiday.
3. Aims of ITDC.
4. Trends of Tourism.
5. State plans.
6. Event Management.

PART B — (5 × 16 = 80 marks)

Answer any FIVE questions.

7. Give a brief note on components of Tourism.
8. Discuss socio, economic and cultural impact on Tourism.

9. Write a note on nature and functions of UNWTO.
  10. Explain the steps involved in the process of planning in Tourism.
  11. Briefly discuss about role of private sectors in Tourism Industry.
  12. Write about Regional organisation of Tamilnadu Tourism.
  13. Discuss the roles of Public Relations in Tourism Industry.
  14. Write a note on :
    - (a) Publicity
    - (b) Types of Tourism
    - (c) Tourism Market.
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TRAVEL 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 of the following.

1. Define Travel Management.
2. What do you think about travelling motivation?
3. Discuss the impact of the two world wars on transport systems.
4. Mention the carrier codes in Civil Aviation in India.
5. Give an account of Eurail and Britrail passes.
6. Write a brief note on water transport.

PART B — (5 × 16 = 80 marks)

Answer any FIVE questions.

Each answer not to exceed 4 pages.

7. How do socio economic factors motivate travel management?
8. Give an account of travel market.

9. Describe the functions of travel companies.
  10. Write an essay on Air Travel-Development in India.
  11. Discuss the role of airlines in promoting tourism.
  12. Analyse the merits and demerits of rail and coach travel.
  13. Evaluate the role of modern car rental industry.
  14. Write an account of the various Travel Trade Associations.
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