

ECONOMICS OF TOURISM

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(For those who joined in July 2002 or earlier)

Time : Three hours

Maximum : 100 marks

## PART A — (4 × 5 = 20 marks)

Answer any FOUR questions each in 1 page.

All questions carry equal marks.

1. Provide the meaning of "Travel for commerce".
2. Give a brief note on the medieval tourist attraction.
3. What do you mean by organised travel?
4. State on the importance of motivation in travel.
5. Write a brief account on Geographical sources.
6. What are the different modes of transport?

## PART B — (5 × 16 = 80 marks)

Answer any FIVE questions in not exceeding  
4 pages each.

All questions carry equal marks.

7. Explain the development of Global Tourism.
8. Describe the basic structure of Tourism Industry.
9. Discuss the activities of International Tourism Organisation.
10. Examine the leadership qualities in the Tourism Industry.
11. Assess the contributions of Tamil Nadu Tourism Development Corporation.
12. How do the Railways serve to develop tourism?
13. Estimate the growth of Business Tourism in India.
14. What are the special features of Tourism Marketing?

## Paper II — ART HERITAGE OF INDIA

(For those who joined in July 2002 or earlier)

Time : Three hours

Maximum : 100 marks

PART A — (4 × 5 = 20 marks)

Answer any FOUR questions.

Each answer should not exceed 1 page.

1. Sankisa Pillar.
2. Features of Buddhist Viharas.
3. Mathura style.
4. Dasavatara temple of Deogarh.
5. Importance of Iconometry.
6. Pandya paintings.

PART B — (5 × 16 = 80 marks)

Answer any FIVE questions.

Each answer should not exceed 4 pages.

7. Discuss the development of Mahayana Buddhist architecture in Western India.
8. Assess the contribution of Guptas to temple architecture.

9. Trace the origin and development of temple architecture under the Pallavas.
10. Write an essay on the Islamic architecture.
11. Bring out the artistic value of Indian Terra Cottas.
12. Estimate the contribution of Pallavas to South Indian Paintings.
13. Give an account of Thom Javur temple Paintings.
14. Assess the contribution of the Mughals to miniative painting.

TOURISM PROMOTION PUBLICITY AND  
MARKETING

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(For those who joined in July 2002 or earlier)

Time : Three hours                      Maximum : 100 marks

PART A — (4 × 5 = 20 marks)

Answer any FOUR questions in not exceeding 1 page.

1. Define the tourist product.
2. How do you select a media in tourism promotion?
3. State the function of the public relations office.
4. What are the kinds of advertisement?
5. Write a note on the tourist centres in Himachala Pradesh.
6. Give an account on the role of print media to develop tourist centres.

PART B — (5 × 16 = 80 marks)

Answer any FIVE questions is not exceeding 4 pages.

7. Explain tourism marketing mix.
8. Discuss the role of public relations in tourism.

9. Give an account on the publicity of tourist places in Tamil Nadu.
  10. How do you create demand in the tourism industry?
  11. What are the research techniques to develop tourism?
  12. Write an essay on the basic of segmentation.
  13. Assess the importance of planning in publicity.
  14. Provide examples on display materials in Tourism.
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