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(Pages : 2)

Name.....

Reg. No.....

**FIRST SEMESTER B.A./B.Sc. DEGREE EXAMINATION, NOVEMBER 2019**  
(CBCSS—UG)

Travel and Tourism Management (BTM)

**TTM 1B 01—PRINCIPLES AND PRACTICES OF TOURISM**

(2019 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

**Section A**

*Answer any number of questions each not exceeding 50 words.*

*Each question carries 2 marks (Maximum ceiling 25 marks).*

1. Define Tourism.
2. Write the major benefits of tourism.
3. What is cultural motivation ?
4. Name the tourism minister in the Union ministry ?
5. Give the major classification of tourism.
6. What is a passport ?
7. Which is the basic need according to Maslow's Theory ?
8. List any two indicators of tourism demand.
9. Define Amenities.
10. Why tourism products are said to be inseparable?
11. Who is a tour operator ?
12. Give the role of NTO's in tourism development.
13. Expand IATA. Give any two functional bodies of IATA.
14. Which organization is the official host of Kerala Tourism ?
15. Write short note on IATO.

**Turn over**

**Section B**

*Answer any number of questions each not exceeding 150 words.  
Each question carries 5 marks. Ceiling of marks for Section B is 35.*

16. Give an account of Grant tour period.
17. Why Romans are called the first pleasure travelers ?
18. Write a short note on travel motivators.
19. Distinguish between sun lust and wanderlust tourists.
20. Describe the Lieper's model of Tourism System.
21. Write a note on water transportation.
22. Discuss the functions of WTTC.
23. Describe the need of organizations in Tourism industry.

**Section C**

*Answer any two questions not exceeding 350 words.  
Each question carries 10 marks.*

24. Write an essay on the history of development of tourism in India.
25. Explain the various methods of measuring Tourism demand.
26. Describe the objectives and functions of ITDC.
27. Give a brief account of the A's in Tourism.

(2 × 10 = 20 marks)