

**B.A. DEGREE (C.B.C.S.S.) EXAMINATION, MARCH 2017****Sixth Semester****B.A. English Literature and Communication Studies (Two Main)****Choice-based Core Course—TRAVEL AND TOURISM****(2013 Admission onwards)**

Time : Three Hours

Maximum Marks : 80

**Part A***Answer all the questions in a sentence.**Each question carries 1 mark.*

1. Chitralekha Udyan is located at \_\_\_\_\_.
2. Expand GIT.
3. Expand TAAI.
4. Name a smoke hidden industry.
5. Name any two backwater's in Kerala.
6. Which is the largest National Park in Kerala ? \_\_\_\_\_
7. Define Passport.
8. Hirakud Dam is located at \_\_\_\_\_.
9. Expand WTM.
10. Who is a visitor ?

(10 × 1 = 10)

**Part B***Answer any eight questions in two or three sentences each.**Each question carries 2 marks.*

11. What is social tourism ?
12. What is meant by Itinerary ?
13. What do you mean by Excess Baggage ?
14. Define Eco-tourism.
15. Who is a tour manager ?
16. What is festival tourism ?
17. Who is a transit visitor ?

**Turn over**

18. Write the names of two hill stations in Kerala.
19. Write a brief note on economic impact of tourism.
20. State any two functions of travel agency.
21. What is heritage hotel ?
22. Distinguish between Hotel and Motel.

(8 × 2 = 16)

### Part C

*Answer any six questions in a short paragraph.  
Each question carries 4 marks.*

23. Define tourism product and explain its characteristics.
24. Briefly explain the importance of air transport in tourism development.
25. What are benefits of visa on arrival ?
26. What are the travel formalities needed for a tourist visit in India.
27. Distinguish between Domestic and International tourism.
28. Write a note on National Tourist Organisation.
29. Explain the features of different types of hotels.
30. Define tourism marketing. Describe the special features of tourism marketing.
31. Explain the features of conducted tour.

(6 × 4 = 24)

### Part D

*Answer any two questions in about 300 words each.  
Each question carries 15 marks.*

32. Explain in detail the functions of travel agency.
33. Critically examine the factors affecting the slow growth of tourism industry in India.
34. briefly explain the functions of ITDC.
35. Explain in detail the features of famous festivals in Kerala.

(2 × 15 = 30)