

FIRST SEMESTER B.A./B.Sc. DEGREE EXAMINATION, NOVEMBER 2020

(CBCSS)

Travel and Tourism Management (B.T.T.M.)

TTM 1C 01—BUSINESS STATISTICS AND INFORMATION TECHNOLOGY—I

Time : Two Hours and a Half

Maximum : 80 Marks

Section A (Short Answer Type)*Answer at least ten questions.**Each question carries 3 marks.**All questions can be attended.**Overall Ceiling 30.*

1. What are the methods of describing a set ?
2. What is a determinant ?
3. What are finite and infinite sets ?
4. What are different type of matrix ?
5. Find the 20th term of the series 2, 5, 8, ...
6. Solve $2x + 3 = 7$.
7. Define Geometric progression.
8. How you can customize slide layout ?
9. What are the components of CPU ?
10. What is digital library ?
11. What are the logical functions ?
12. What is a header and footer ?
13. What is a trade mark ?
14. Explain insert option in word.
15. Explain autocorrect.

(10 × 3 = 30 marks)

Turn over

Section B (Paragraph/Problem Type)

Answer at least **five** questions.

Each question carries 6 marks.

All questions can be attended.

Overall Ceiling 30.

16. Solve $3x + 4y = 7$ and $4x - 7 = 3$.
17. If $A = \{a, b, c, d, e, f\}$; $B = \{a, e, i, o, u\}$ and $C = \{m, n, o, p, q, r, s, t, u\}$ compute the following
 (i) $A \cup B$; (ii) $A \cup C$; (iii) $A \cap B$; (iv) $(A \cap B) \cup C$; (v) $A \cup (B - C)$; and (vi) $A \cap (B \cap C)$.

18. Find the inverse of a A where $A = \begin{bmatrix} 3 & 5 & 7 \\ 2 & -3 & 1 \\ 1 & 1 & 2 \end{bmatrix}$.

19. The product of first and second terms of a G.P. is 256 and that if second and third term is 16, find the 5th term.
20. What are the different types of Operating system ?
21. Explain in detail formatting a MS word.
22. How to create template in a power point ?
23. What is intellectual property rights and its types ?

(5 × 6 = 30 marks)

Section C

Answer any **two** questions.

Each question carries 10 marks.

24. Among 60 tourists, 35 people can speak in English, 40 in French and 20 can speak both the languages. Find the number of people who can speak in at least one of the language. How many cannot speak in any of these language ? Also represent it in a Venn diagram.
25. How many terms of the series $-8 -4 + 0 + \dots$ must be taken so that the sum be 132 ?
26. Explain in detail printing documents and mail merge in MS Word.
27. What are the solutions and strategy in cyber security ?

(2 × 10 = 20 marks)

**FIRST SEMESTER B.A./B.Sc. DEGREE EXAMINATION
NOVEMBER 2020**

(CBCSS)

Travel and Tourism Management (B.T.T.M.)

TTM 1B 01—PRINCIPLES AND PRACTICES OF TOURISM

Time : Two Hours and a Half

Maximum : 80 Marks

Section A

*Answer at least **ten** questions.*

Each question carries 3 marks.

All questions can be attended.

Overall Ceiling 30.

1. Define Tourism.
2. Write the economic benefits of tourism.
3. What is physical motivation ?
4. What is a passport ?
5. Give the major classifications of tourism.
6. Name the tourism minister in the Union ministry.
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. Write short note on IATO.
15. Which organization is the official host of Kerala Tourism ?

(10 × 3 = 30 marks)

Turn over

Section B

*Answer at least **five** questions.
Each question carries 6 marks.
All questions can be attended.
Overall Ceiling 30.*

16. Give an account of Grant tour period.
17. Why Romans are called the first pleasure travelers ?
18. Describe the problems of measurement in Tourism.
19. Explain Prof : Grey's Classification of tourists.
20. Describe the Lieper's model of Tourism System.
21. Write a note on Air transportation.
22. Discuss the functions of IRCTC.
23. Describe the need of organizations in Tourism industry.

(5 × 6 = 30 marks)

Section C

*Answer any **two** questions.
Each question carries 10 marks.*

24. Write an essay on the history of development of tourism.
25. Give a brief account of the A's in Tourism.
26. Describe the objectives and functions of ITDC.
27. Explain the major factors that influence travel motivation.

(2 × 10 = 20 marks)

**FIRST SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION
NOVEMBER 2020**

B.T.T.M.

TTM 1B 01—FUNDAMENTALS OF TOURISM

Time : Three Hours

Maximum : 80 Marks

Section A

*Answer all questions.
Each question carries ½ mark.*

1. Expand FIT.
2. Grand tour was organised to _____.
3. Darjaleeing Himalayan railway runs between _____.
4. Name one supplementary accommodation.
5. An excursion is one who stays at a destination for not more than _____.
6. Expand MAP.
7. Name one population shopping destination in India.
8. What is social tourism ?
9. Expand IRCTC.
10. Which airline holds the major share of Indian domestic civil aviation market ?
11. Write one physical travel motive.
12. Name one Indian railway which is in the UNESCO world heritage sites.

(12 × ½ = 6 marks)

Section B

*Write short answer to any ten questions.
Each question carries 2 marks.*

13. How is tourist different from excursionist ?
14. Differentiate between internal tourism and inbound tourism.
15. What is a business hotel ?
16. Explain customised tour package.

17. What is a meal plan ?
18. Write note on Schengen visa.
19. What is MICE ?
20. Who is a B2B agent ?
21. Explain transit route region of Leiper's model.
22. What is health tourism ?
23. Name the elements of tourism.
24. What are status and prestige travel motives ?

(10 × 2 = 20 marks)

Section C

*Write short essays on any **six** of the following questions.
Each question carries 5 marks.*

25. Explain the importance of transportation in the development of tourism with examples.
26. Explain the impact of information technology on travel business.
27. Accommodation is an essential part of travel experience. Substantiate the statement.
28. Explain the elements of Leiper's model of tourism system.
29. Discuss the different types of passports issued in India.
30. Evaluate the trends in road transport business.
31. Explain the characteristics of tourism business.
32. Highlight on the tourist typologies and the current trends.

(6 × 5 = 30 marks)

Section D

*Write essays on any **two** of the following questions.
Each question carries 12 marks.*

33. Discuss on the diverse career opportunities for tourism professionals.
34. Give an overview of popular typology of tourism.
35. At present, the tour operator's business is driven by technological innovations. Explain.
36. Describe the international travel requirements for tourists.

(2 × 12 = 24 marks)