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PG - 425

**III Semester M.T.A. (Integrated Course) Degree  
Examination, December 2014/January 2015  
(Semester Scheme) (2013-14 : New Scheme)  
TOURISM ADMINISTRATION  
Paper - 3.1 : Tour Operations Management**

Time : 3 Hours

Max. Marks : 80

**SECTION - A**

1. Answer any 10 questions.

(2×10=20)

- a) Define Excursion.
- b) Define 'Escorted tour'.
- c) What are FAM tours ?
- d) "Mahamastakabhisheka" utsav.
- e) What does VISA stands for ?
- f) Expand : IATO and TAAI.
- g) What does Golden Triangle mean to you ?
- h) Explain what is Grand Tour.
- i) Mention 2 objectives of DOT.
- j) Name any 4 pilgrim destinations of Tamilnadu.
- k) Define 'Marketing'.
- l) Name any 4 UNESCO heritage sites in India.

**SECTION - B**

Answer any 5 questions.

(5×6=30)

2. Briefly write a note on history of travel agency.
3. Explain Leipes model.
4. Write a note on "Passports".
5. Explain the tourism organisation - ITDC.

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6. Mention the factors affecting tour formulation.
7. Write short notes on : Vairamudi utsav.
8. Prepare an itinerary for 5N/6D to heritage destinations in Karnataka. The place of origin being Bangalore.
9. What is the importance of research in formulating a tour package ?

SECTION – C

Answer any two questions.

(2×15=30)

10. Define Tourism. Explain the types of tourism with examples. And also write a note on 5 A's of tourism.
11. Explain the various types of VISA and mention about "Schengen VISA".
12. Prepare an itinerary for the following destinations. Mention the necessary details along with a description about the tourist places of the destinations for 12 N/13 D.
  - a) Pilgrimage tour to North India.

OR

- b) Cuisine tour to North India.

**Note :** Place of origin – Bangalore.

13. Explain the various marketing tools used to promote a destination. And also write a note on PLC.

SECTION – B

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