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)

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(Pages : 2)

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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∪B ; (ii) A∪C) ; (iii) A∩B ; (iv) (A∩B)∪C ; (iv) A∪(B−C) ; and (v) A∩(B∩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 +............ 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)