

**REPORT OF  
THE EXPERT COMMITTEE  
IN TOURISM STUDIES**

**Under Choice Based Credit and Semester System  
for Undergraduate Programme**



**MAHATMA GANDHI UNIVERSITY  
KOTTAYAM**

**2009**

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## **PREFACE**

Considering the special and unique features of Kerala, Tourism, a smokeless industry, is the most suitable one for the economic development of our state. Our state has enough tourism resources, varying from greenery to seashore and is rich in so many ways in attracting foreign as well as domestic tourists. Our rivers and waterfalls, hills and valleys, backwaters and seashore are widely acclaimed tourist destinations all over the world. Kathakali, Theyyam, Kootiyattam and other art forms fulfill the dreams and expectations of tourists from abroad. Our festivals and celebrations in temples and churches are sumptuous banquets for the eyes and minds of tourists. Ayurveda and yoga are yet other fields in attracting tourists.

The government of Kerala provides much importance and significance to the development of tourism sector in the state. A special ministry has been formed for the purpose.

But fortunately or unfortunately we failed to exploit these potentialities to the betterment of the state due to so many reasons. One such reason is the dearth of skilled, trained and educated personnel in tourism. In order to provide trained personnel to the industry, the MG University started Bachelor degree in tourism in 2002. Since tourism is a fast-developing sector, the need for skilled personnel has also been increased in various ways. In order to provide training in accordance with the present situations, qualitative education is an indispensable factor. With this end in view, the syllabus of BTS course chalked out in 2002 has to be modified and revamped contemporaneously.

In order to updating and renewing the syllabi, the BTS degree programme is transforming into Choice Based Credit and Semester System. I hope the present effort will not be futile but it will cater to the need of producing skilled, educated, trained and smart personnel required for the development of tourism industry in Kerala.

Kottayam

(Convenor)

10 ♦ 8 ♦ 2009

Expert Committee in Tourism Studies

## **ACKNOWLEDGEMENTS**

*The Expert Committee in tourism studies takes this opportunity to express our thanks and gratitude to all academicians, professionals and industrialists who wholeheartedly associated with us in our mission to restructuring the syllabus of the Bachelor of Tourism Studies (BTS) under Choice Based Credit and Semester System.*

*We record our deep sense of gratitude and indebtedness to the Honourable Vice Chancellor Dr Rajan Gurukkal and members of the Syndicate of the University. We also express our thanks to Prof. K. Mathew, Co-ordinator of the sub-committee for restructuring the UG courses, for his valuable suggestions and inspiration for completing the work within a short span of time.*

*We fondly remember the help and assistance extended by Sri Alex c Joseph, Lecturer, Department of Tourism, St. Thomas College, Ranny, and Mrs. Bindu Nair, Lecturer, Department of Tourism, D.B. College, Kizhoor, Mr. Bino P James Department of History, St. Thomas College Ranny, for their suggestions and advice for modifying the syllabus of the BTS programme.*

*It will be a failure on our part if we do not remember the help and assistance extended by the Principals of St. Thomas College, Ranny, S. N. College, Kumarakom, and D. B. College, Kizhoor in completing the work.*

*As members of the Expert Committee, we once again express our heartfelt thanks to all those who helped us directly and indirectly in this endeavour.*

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### **MAHATMA GANDHI UNIVERSITY, KOTTAYAM**

#### **Scheme and Syllabus of Bachelor of Tourism Studies (BTS) Degree Programme Under CCS System effective from the 2009 Admissions.**

**The scheme of examination of BTS degree programme is modified in line with the choice based Credit and Semester system to be introduced by Mahatma Gandhi university from 2009-2010**

#### **1. Title of the programme**

The programme shall be called **BACHELOR OF TOURISM STUDIES (BTS)**

#### **2. Eligibility for Admission**

Any candidate who has passed the plus two of the Higher Secondary Board of Kerala or Pre-degree of Mahatma Gandhi university or that of any other university or Board of examinations in any state recognized as equivalent to the Plus Two of the Higher Secondary Board of Kerala is eligible for admission. Eligible candidates shall be required to appear for an Entrance test conducted by the colleges concerned. For the purpose, 60% weightage may be given for marks in Plus two or equivalent examination, 20% for aptitude test and 20% for group discussion and interview.

#### **3. Duration of the Programme**

The duration of the BTS programme of study is three academic years with six semesters.

#### **4. Medium of Instruction**

The medium of instruction shall be English

#### **5. Courses of Study**

Total number of Courses for the BTS programme are 30. It is divided into the following 3 heads.

##### **(a) Common Courses**

##### **(b) Core and Complementary courses and**

##### **(c) Open Courses.**

#### **6. Programme and Duration of Examinations**

Total Credits -120  
Working days per semester -90  
Working hours per semester -450  
Internal Evaluation -25%  
External evaluation -75%

#### **7. Internal Assessment**

All courses shall have internal assessment as specified in the common regulations for CCS system of the MG university. As per the Common regulations, internal evaluation is to be done by continuous assessment on the following components.

Attendance	1
Assignment	1
Seminar	1
Two test papers	2

### Attendance

Percentage of Attendance	Grade
>90%	A
85 to 89	B
80 to 84	C
75 to 79	D
<75	E

**Assignment** - Best two assignments are considered per course

**Seminar** - The students has to take a minimum of one seminar per course

**Class Test** - A minimum of 2 class tests are to be attended. The grades of best two test are to be taken

### 8. External examination

The university shall conduct semester examination for each of the courses. The duration of the examination shall be three hours for each course. provisions of the common regulations for the conduct of the examination will be applicable in this case. The internal and external examinations shall be evaluated using direct grading system as shown below.

Letters grade	Performance	Grade point	Grade
A	Excellent	4	3.5 to 4.00
B	Very good	3	2.5 to 3.49
C	Good	2	1.5 to 2.49
D	Average	1	0.5 to 1.44
E	poor	0	0.00 to 0.49

### 9. Attendance

A candidate shall attend at least a minimum of 75% of the number of classes in each semester to be eligible for appearing for the examination in that course. If the candidates has shortage of attendance in any course in a semester the student shall not be allowed to appear for any examination in that semester. However, the university may candone shortage if the candidates applies for it as laid down in University procedures.

### 10 Requirement for Passing the Programme

For passing the BTS programme the students shall be required to achieve a minimum of 120 credits.

### 11. National tour and On the Job Training Reports

Students shall be required to undergo 30 days of practical training during the Fourth semester in a Travel agency/ star hotels/ air port etc duly approved by the head of the Institution / Department. During the training period students are required to study any one of the following CRS packages. (a) Appollo (b) Galileo and(c)Amadeus. They shall be required to submit a comprehensive training report at the end of the training programme. Students are also necessary to participate in the national tour conducted by the Department with the prior approval of the Head of the Institution during the Sixth semester. The tour programme should be for a period of minimum 3 Weeks covering important destinations in India. A tour report must be submitted at the end of the tour.

### 12 Evaluation of Report

Report shall be evaluated by one of the faculty members of the Tourism Department as nominated by the co-coordinator or head of the institution. The student should get a minimum D grade for Reports. If the

student fails to get a minimum of D grade, he / she shall re- submit the report after modifying it on the basis of the recommendations of the examiner. Student shall prepare at least two copies of each report for submitting one in the department and the other for retaining with students.

### 13. **Practical Examinations**

Practical Examinations for courses 16,20 and 22 will be arranged by the University. The weightage for the practical examination shall be 25%

### 14. **Promotion to Higher Semester**

Only a student who has the minimum required attendance (75%) or whose shortage of attendance has been condoned by the university and who has registered for the semester examination concerned will be eligible for promotion to the next higher semester. Students who fail to secure the minimum attendance or the condonation by the University will be given one more chance to repeat the semester along with subsequent batch of students after obtaining re-admission.

### 15. **Re- appearance by failed candidates**

Candidates who have failed in the semester examination can appear along with the next regular batch of students for their particular semester. A maximum of two chances will be given for each failed course.

### 16. **Teaching Faculty**

The courses directly connected with Tourism, that is core courses,1,2,6,7,8,11,12,13,14,15,17 and common courses, 6 should be taught by teachers with MTA/MTM/ MBA( Tourism) qualification as prescribed by the University.

The courses directly connected with commerce that is core courses 3,4,9,18,19, 21 and common courses 2,3,4,5,7 should be taught by teachers with M.com/MBA/ degree with CA qualification as prescribed by the University.

Courses for computer application that is core courses 16,20,22 should be handled by teachers with MCA/MSc.IT/ MSc ( Computer science/ B.Tech in computer application as prescribed by the University

Core courses 5,10,23 and common course 4 can be taught by teachers in the History, Economics and Political Science.

17. In all other matters regarding the conduct of the BTS Degree programme in the affiliated colleges under the choice based credit and semester system which are not specified in this regulation, the common regulation will be applicable.

## **BTS PROGRAMME COURSE STRUCTURE - CREDIT AND HOURS**

### **COMMON COURSES**

<b>Sl.No</b>	<b>Common core</b>	<b>Hrs/week</b>	<b>Credit</b>
1.	English- 1	5	4
	English -2	5	4



	for Tourism	5	4
23.	Historical Background of the Tourist Centers in South India	5	3
24	Practical examination for core16	-	2
25.	Practical examination for core 20	-	2
26	Practical examination for core 22	-	2
27	Travel Agency Training Report	-	2
28	Tour Report	-	2
	Total	106	88

**OPEN COURSE**

ANY ONE FROM THE FOLLOWING OPEN COURSES	5	3
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1. Advanced Financial

2. Accounting
2. Public Relations and Tourism Journalism
3. Front Office Management
4. Tourism Planning and Development

**SEMESTER-WISE DISTRIBUTION****SEMESTER- I**

<b>Course No</b>	<b>Course Title</b>	<b>Hours/ Week</b>	<b>Credit</b>
Common -1	English -I	5	4
Core -1	Fundamentals of Tourism	5	3
Core-2	Tourism Principles& Practices	5	4
Core -3	Statistics for Tourism Business	5	4
Common core -1	Economics and Banking for Tourism Managers	5	4

**SEMESTER - II**

<b>Course No</b>	<b>Course Title</b>	<b>Hours/ Week</b>	<b>Credit</b>
Common core -2	English -II	5	4
Core -1	Financial Accounting	5	4
Core-2	Cultural history & Tourism Resources of Kerala	5	4
Core -3	Geography for Tourism	5	3
Common core -2	MIS	5	3

**SEMESTER - III**

<b>Course No</b>	<b>Course Title</b>	<b>Hours/ Week</b>	<b>Credit</b>
Core -7	Tourism products	4	3
Core -8	Tourism policy and planning	4	4
Core-9	Tourism law & Regulatory Frame Work	4	4
Core -10	Cultural Heritage of India	4	4
Core -11	MICE Tourism	4	3
Common core -3	Indian Constitution and Civic Consciousness	5	4

**SEMESTER- IV**

<b>Course No</b>	<b>Course Title</b>	<b>Hours/ Week</b>	<b>Credit</b>
Core -12	Eco -Tourism	4	3
Core -13	Guiding & Negotiating Skills for Tourism	4	3
Core-14	Travel Agency & Tour Operation	4	3
Core -15	Hospitality Management & Public Relations	4	3
Core -16	Computerized Office Management for Tourism	5	3
Common core -4	Principles of Management	4	3
Practical Examination for core 16		-	2
Travel agency Training Report		-	2

**SEMESTER- V**

<b>Course No</b>	<b>Course Title</b>	<b>Hours/ Week</b>	<b>Credit</b>
Core -17	Tourism Environment & Ecology	5	4
Core-18	Tourism Marketing	5	4
Core -19	HRM	5	3
Core-20	Programming in VB and Computerized Accounting	5	3
Common core -5	Air fare & Ticketing	5	4
Practical Examination for core 20		5	2

**SEMESTER -VI**

<b>Course No</b>	<b>Course Title</b>	<b>Hours/ Week</b>	<b>Credit</b>
Core -21	Principles of International Business for Tourism	5	4
Core-22	Web Designing and On- Line Business for Tourism	5	3
Core -23	Historical Background of the Tourist centers in South India	5	3
Common core -6	Strategic Tourism management and Entrepreneurial Development	5	3
Open core	One from the Open stream courses	5	3

**BTS PROGRAMME****COMMON CORE -1  
ECONOMICS AND  
BANKING FOR  
MANAGERS**

Core -22	Practical examinations for core 22	-	2
	Tour Report	-	2

Objective: To obtain basic idea relating to

economics and banking.

#### Unit1

Definition and Scope of Managerial Economics- Role in Decision Making Process- Economic Systems

#### Unit 2

Demand ♦ Types of Demand-Elasticity of Demand ♦ Price and Income Elasticities  
♦ Determinants

#### Unit3

Cost analysis ♦ Cost Concepts♦Break- Even Analysis- Cost Control & Reduction

#### Unit 4

Functions of Commercial Banks- RBI- Credit Creation - Weapons of credit control ♦ modern services of Banks ♦ Teller system ♦ credit cards etc ♦ Different types of bank accounts

#### Unit 5

Modern Technology in banking ♦ Electronic Fund Transfer system ♦ Cheque processing ♦MICR Cheques

#### Reference:

Business Economics - Sundaram K.P & Sundaram E.  
Text Book of Economic Theory:  
M.L. Jhingan

### **BTS PROGRAMME COMMON CORE 2 - MANAGEMENT INFORMATION SYSTEM**

#### Objectives

1. To enable the students to work with different computation process and analysis.
2. To understand the need of MIS in tourism related industries.

#### UNIT - I

Introduction to management information system:- Definition characteristics management information system nature and scope of MIS

#### UNIT ♦II

Structure and classification of MIS : Physical components- decision support system ♦ executive information system ♦ transaction processing system ♦ office automation system- business expert system ♦ financial marketing and human resource information system.

#### UNIT- III

Information and system concepts- Types of information- kinds of system- Boundary- Interface and black box ♦ Elements of system

#### UNIT ♦IV

Data base - Objectives of database ♦ advantage and disadvantages of database ♦ database management system

#### UNIT ♦V

Computer networks ♦ LAN- WAN ♦ MAN- video conferencing ♦ advantages of networking ♦ use of internet in MIS

#### References:

1. Management information system ♦ Gordan Davis
2. Management information system ♦ James A.O. Brien
3. Management with information - Jerome Kantre
4. Management information systems ♦ managerial perspectives ♦ D.P. Goyal

### **BTS PROGRAMME COMMON CORE 3 - INDIAN CONSTITUTION AND CIVIC CONSCIOUSNESS**

#### **Objective:**

1. Enable the students to understand the various provision of Indian constitution
2. To impart civic consciousness among students.

#### UNIT- I

Indian Administration - Legislature, Executives, Judiciary  
 Union Legislature ♦ Functions of Parliament.  
 Indian President - Procedure For The President Election

#### UNIT-II

Indian Constitution ♦ Philosophy of Indian Constitution  
 Preamble of the Constitution. Sources and Out Standing Features of the Constitution

#### UNIT ♦III

Indian Citizenship Act

#### UNIT ♦IV

Fundamental Rights And Duties  
 Right To Information Act 2005

#### Unit V

Constitutional Amendment And it's Procedure  
 Important Amendments. 42, 73, 74, Etc..

#### Reference:

1. D.D. Basic: An Introduction to the constitution of India, New Delhi, Prentice, Isacc:2008
2. M.V. Pylee ♦ Constitutional govt in India, New Delhi Vikas, 1998
3. Jojo Mathew & Manish K. gulam : Indian Polity & constitution, career classics, Delhi:2009
4. K.R. Acharya: Indian Govt & Polities

5. Brij Krishore Sharma: Introduction of India, Prentice Hall: New Delhi, 2005

**BTS PROGRAMME**  
**COMMON CORE 4 ♦ PRINCIPLES OF MANAGEMENT**

**Objecties**

1. To understand the various functional areas of management in tourism industry
2. To enable the student to analysis the management process in tourism organization

UNIT I

Management ♦ concept - nature - Development of management ♦ Taylor♦s scientific management ♦Fayol♦s administrative management management functions ♦ Roles and responsibilities of manager

UNIT ♦II

Planning ♦ Nature- Process ♦ types ♦ steps ♦ steps in planning - mission- Objective ♦ MBO ♦ Policy Procedure ♦ Rule

UNIT III

Organizing - Concept ♦ Steps in organizing- span of management ♦ authority & responsibilities -Delegation and decentralization ♦ forms of organization structure ♦ Line and Line and staff structure. Staffing ♦ recruitment ♦ Selection ♦ training.

UNIT IV

Directing- Nature ♦ Significance

motivation ♦ Maslows need hierarchy theory Herzberg♦s motivation ♦ Hygiene theory - Communication ♦ Process ♦ net work grape wine barriers of communication.

UNIT V

Controlling ♦ Nature ♦Steps ♦ Management by Exception

Reference

1. Management theory and practical- C.B. GUPTA
2. Escalations of management : Harold Koontz and Heinz Weihric
3. Management process ♦ Ruston Davan
4. Organisation and management ♦ RD Agarwal

**BTS PROGRAMME**  
**COMMON CORE 5 - AIR FARES AND TICKETING**

Objectives

1. To be able to quote air fares independently
2. To understand the structure of airline industry.

#### UNIT-I

Introduction to airline geography: IATA geography areas ♦ Conventions in Air Transport ♦ freedom of air ♦ city code ♦ Airport code ♦ airline code ♦ Major International airlines.

#### UNIT-II

Preparation of airline itinerary, Time Zones ♦ Calculation of time difference ♦ Flying time calculation Global indicators.

#### UNIT-III

Introduction to fare construction:- International and domestic air fares, type of journeys ♦ class of service-fare basis ♦ fare rules ♦ categories of air fares ♦ airline ticket procedures.

#### UNIT IV

Ticketing procedures:- one way ♦ Return trip (RT), Circle trip (CT), General limitations of indirect travel ♦ Mixed class journey- Add-ons and special fares (excursion and students) Domestic ticketing procedures.

#### UNIT V

Airport management:- Airport management and ground handling operations ♦ airport departure and arrival formalities.

#### References

1. David H. Howel: Principles and methods of scheduling reservation
2. IATA ticketing hand book
3. ABC World airways guide
4. Travel information manual
5. IATA ♦ UFTAA ♦ Ticketing study materials (all modules)
6. Mohinder Cahand: Travel agency management - An Introductory Text.

### **BTS PROGRAMME COMMON CORE - 6**

#### **STRATEGIC TOURISM MANAGEMENT AND ENTREPRENEURIAL DEVELOPMENT**

Objective- To develop the necessary input for inculcating new ideas for creating new ventures

#### Unit I

Entrepreneurship ♦ Definition ♦ Types of entrepreneur ♦ competencies of entrepreneur - Developing competencies.

#### Unit 2

Small scale entrepreneur ♦ characteristics and relevance- Role of entrepreneurships in SSE and economic development ♦ problem and support needs of SSE- Institutional set up for development of SSC

#### Unit 3

Financial management issues in SSE- Managing asset and liabilities ♦Evaluating performance-Managing family enterprise- definition-issues and problems- strategies.

#### Unit 4

Strategy ♦ concept ♦ Nature and characteristics of strategic decision ♦ levels of strategy ♦ benefits of strategic management.

#### Unit 5

Strategic management process ♦ Analysis models ♦ Bccs model ♦ SWOT analysis ♦ Types of strategies ♦ stability ♦ growth ♦ retrenchment ♦ combination.

#### Reference

Drucker P.F - Innovation and Entrepreneurship  
 Sexton.D.L & Smilor.R.W- The Art and Science of Entrepreneurship  
 Drucker- All Books that are Entitled Strategic Management, Business  
 Glueck & Robinson- Strategic Management

## **CORE AND COMPLEMENTARY COURSES**

### **BTS PROGRAMME**

#### **CORE- 1 ♦ FUNDAMENTALS OF TOURISM**

Objectives:

1. To understand the tourism phenomena and the distribution of the components of tourism.
2. To learn the concept and importance of tourism in different sectors.

#### UNIT ♦ I

Meaning and concept of tourism: - Tourism ♦ excursion ♦ leisure and recreation, tourist ♦ visitor traveler. History, evolution and development of tourism:- Ancient period ♦ concept of annual holiday ♦ Industrial revolution ♦ rail transport ♦ paid holiday and mass tourism, effect of great war on transport system ♦ advent of jet ♦ High speed train, causes of rapid growth of tourism.

#### UNIT ♦ II

Significance of tourism: - Social, environmental, political, economic. Forms and types of tourism, dimensions of international and domestic tourism.

#### UNIT III

Components of tourism: - Different components of tourism ♦ tourism components distribution ♦ inter-relation between various segments ♦ travel industry network, Elements of tourism.

#### UNIT IV

Types of transportation: - Railways, airways, water and road. Role of railway to promote tourism in India

#### UNIT V

Tourism development and state intervention:- Leisure development, state intervention:- National economic goals ♦ political legislation, equity and social needs, social investment, regulation and government controls, regional development.

#### UNIT VI

Measurement of Tourism: Need for measuring tourism ♦ importance of Tourist statistics ♦ General problems of measurement ♦ Types of Tourist statistics ♦ Methods of measurement.

Reference:

1. Biswanath Ghosh: Tourism and Travel Management.
2. A.K. Bhatia: Tourism Development.
3. Jugmohan Negi: Tourism and Travel ♦ Concept and Principles.
4. B.K. Goswami and Dr. Ravendran: Textbook of Indian Tourism
5. Pran Nath Seth: Successful Tourism Management.
6. Premnath Dhar: Development of Tourism and Travel Industry.

### **BTS PROGRAMME**

#### **CORE- 2 ♦ TOURISM PRINCIPLES AND PRACTICES**

Objectives:

1. To realize the potential of tourism industry in India
2. To understand various elements of tourism management
3. To evaluate the role of various organization of tourism

#### UNIT-I

Growth and development of tourism in India: Travel and Travelers in ancient India, Travel during Medieval age, the period of European trade, tourism in Independent India, Constitutional provision of Indian tourism, development of tourism organizations.

#### UNIT-II

Tourist motivation: - Factors ♦ types ♦ push and pull factors. Determination tourism: - psychological, cultural, economic, personal and social. Barriers to travel.

#### UNIT-III

Impact of tourism: - Meaning, positive and negative impacts of tourism:- Social, cultural, economic and environmental.

#### UNIT-IV

International conventions:- Warsaw convention 1924, Chicago convention 1944, UN declaration, and Manila declaration.

#### UNIT-V

Promotion of Conference and convention tourism: - Concept, nature, promotion of conference and convention tourism in India.

#### Reference

- Jagmohan Negi : Tourism and Travel Management.  
 A.K. Bhatia : Tourism development.  
 Pran Nath Seth : Successful Tourism management.  
 Bistowanath : Tourism and Travel Management.  
 B.K. Goswami : A textbook of Indian Tourism

### **BTS PROGRAMME**

#### **CORE - 3 ♦ STATISTICS FOR TOURISM BUSINESS**

#### Objectives:

1. To understand the importance of statistics in hospitality business.
2. To learn the ways in which quantitative methods can serve business.

#### UNIT ♦ I

Introduction:- Importance of statistics in business: - need of statistical measurement. Data required for statistical measurement. Collection of data:- Primary and secondary data ♦ methods of collection of Primary data, census ♦ sampling ♦ importance.

#### UNIT ♦ II

Classification and presentation of data:- Diagrammatic and graphic presentation ♦ one dimensional diagram, two-dimensional diagram and three-dimensional diagrams ♦ pie diagram ♦ statistical graphs ♦ time series graphs, graph of frequency distribution ♦ histogram.

#### UNIT ♦ III

Measures of central tendency: - Arithmetic mean, median, mode ♦ quartiles ♦ deciles ♦ percentiles. Standard deviation ♦ various measures of dispersion: - range, mean deviation, variance.

#### UNIT ♦ IV

Correlation and Regression:- Definition, methods ♦ scatter diagram ♦ Karl Pearson's coefficient of correlation ♦ methods of computing rank ♦ correlation coefficient. Regression: - Fitting of regression equation by the method of least square ♦ prediction from the regressive equation.

#### UNIT ♦ V

Index numbers: - Construction of Index numbers (using relatives), Constructing index numbers (using aggregates) ♦ test of ideal index number, problems in using index numbers. Time series analysis:- Components ♦ graphic method ♦ moving average ♦ least square.

#### Reference:

1. Boddington : Statistics and their application.
2. Elhance : Fundamentals of Statistics.
3. Gupta and Gupta : Business Statistics.
4. Pillai RSN : Statistics theory and practices.
5. Stats to Go : John Buglear, Butterworth Heinemann.
6. Quantitative techniques for managerial decision making: Shernoy GV, VK Srivastav and S.C. Sharma.
7. Gupta S.P. : Statistical Methods.

**BTS PROGRAMME**  
**CORE - 4 ♦ FINANCIAL ACCOUNTING**

**Objectives:**

1. To know the basic concept of accountancy and its relation to tourism.
2. To be able to understand the key facts of financial management.
3. To integrate and use the concept of accounting and financial management in tourism.

**UNIT ♦ I**

Finance:- Introduction, meaning, nature, scope and functions of finance. Application of financial management in tourism industry.

**UNIT ♦ II**

Accounting: - Meaning ♦ definition ♦ nature ♦ scope ♦ types of accounting ♦ functions ♦ Classification of accounting ♦ importance of accounting in tourism industry.

**UNIT ♦ III**

Principles of accounting: - Accounting concepts ♦ double entry system of accounting ♦ journal ♦ ledger ♦ trial balance ♦ Bank Reconciliation Statement

**UNIT ♦ IV**

Preparation of final accounts: - Trading account ♦ Profit and loss account ♦ balance sheet of a sole trading concern.

**Reference:**

R.L. Gupta : Principles of Accounting  
Shukla M.C. and Grewal T.S. : Advanced Accounting  
Chandra Prasanna : Financial Management  
Jain and Narang : Accountancy

**BTS PROGRAMME**  
**CORE - 5 ♦ CULTURAL HISTORY & TOURISM RESOURCES OF KERALA**

**Objectives**

To study in brief the history of important Tourist destinations in Kerala

**UNIT ♦ I**

Historiography ♦ myths and legends vs reality. Prehistoric remains ♦ Jain and Buddhist, Christian and Islamic influences in Kerala culture, Aryanisation in Kerala.

**UNIT ♦ II**

Maritime trade and commerce ♦ Roman, Arabs, Rise of Perumals of Kerala ♦ Temple culture caste Hierarchy, Bhakti movement, Marumakkathayam, Science and Technology of Medieval Kerala, Ayurveda & Kalari.

## UNIT ♦ III

Impact of European ♦ missionary activities, English Colonialism, Cultural progress in the native states ♦ Travancore, Kochin - Malabar

## UNIT ♦ IV

Kerala renaissance emergence of political struggle for responsible govt. ♦ Anti colonial movement ♦ Modern Kerala ♦s political and cultural changes ♦ land reforms, educational progress.

## UNIT ♦ V

Kerala ♦ Location ♦ capital ♦ Districts -Important cities, airports, seaports  
Tourist Attraction in Each District

## Reference:

1. M.G.S. Narayanan ♦ Perumals of Kerala
2. P.K.K. Menon ♦ History of Freedom Movement in Kerala
3. Kerala History ♦ Krishna Chaithanya (1972), National Book Trust, Delhi
4. Kerala Samskaram by A. Sreedhara Menon
5. Kerala Charithram by A. Sreedhara Menon
6. Rajan Gurukkal ♦ Cultural History of Kerala, Vol I
7. L.A. Krishna Iyer ♦ A Social History of Kerala

**BTS PROGRAMME**  
**CORE - 6 ♦ GEOGRAPHY FOR TOURISM**

## Objectives

1. To understand different geographical features of tourism.
2. To understand the process and linkage responsible for generation of tourism flows.

## UNIT ♦ I

Introduction to Geography:- Definition, scope and contents of geography of tourism.

## UNIT ♦ II

Geographical determinants:- diversities and disparities ♦ typology and areas of linkages ♦ flow and orientation ♦ Impact of weather and climate on tourism, seasonal rhythm.

## UNIT ♦ III

Geographical components and tourism development ♦ Linkages ♦ Geographical problems of new tourism.

## UNIT ♦ IV

Geography of India: - Physical features, topography and drainage, forest wealth, seasonality and destinations ♦ seasons and climate seasonality in tourism.

## UNIT ♦ V

Map and chart work: - The students will be provided with a blank Map of India during the time of examination. They have to find the geographical location of the tourist centre, which is asked in the question paper. They have to answer and explain the various geographical features of the destination(s). For that the students have to study the following topics.

1. Himalaya
2. Goa
3. Pondicherry
4. Dadra and Nagar Haveli
5. Lakshadweep Islands.
6. Himachal Pradesh
7. Kerala

## Reference:

1. Geography for tourism : Philip G. Davidoff CTC, Doris S. Davidoff CTC, J. Douglas Eyre.
2. A geographical analysis : Longman, London, 1987
3. Perian G. Beniface and Christopher, P. Cooper : Geography of Travel and Tourism 1987.
4. Law BC : Mountain and River of India
5. National Atlas of India : Govt of India Publication
6. Bryn Thomas : Lonely planet, India

**BTS PROGRAMME****CORE - 7 ♦ TOURISM PRODUCTS**

Objectives:

1. To familiarize different types of tourism products in India.
2. To understand the cultural tourism resources in India.

**UNIT ♦ I**

Concept, types and characteristics of tourism products, elements of tourism products, geographical elements, Peter♦s inventory of tourist attractions.

**UNIT ♦ II**

Tourism resources of India:- Types, features, and diversities of India tourism Products.

**UNIT ♦ III**

Religious Tourism in India:- Popular religions and pilgrimages:- Hindu, Buddhist, Jain, Sikh, Islam and Christian.

**UNIT ♦ IV**

Performing arts: - Classical dances and dance styles, music and musical instruments, schools of Indian music, Handicrafts of India and its role to develop tourism in India, fairs and festivals.

**UNIT ♦ V**

Natural Tourist resources: - Important national parks and wild life sanctuaries (7 each), Beaches and Islands, waterfalls; Desert tourism; Desert safaris and festivals.

Reference:

1. A.L. Basham, The wonder that was India, Rupa Company, Delhi
2. Sheshadri, A. India♦s wild life ♦ universal publishers, New Delhi.
3. Hussain A.A., The national culture of India, National Book Trust, New Delhi.
4. Acharya Ram, Tourism and cultural Heritage of India, Rosa publication
5. J.C. Harle, The art and Architecture of Indian subcontinent.

**BTS PROGRAMME****CORE-8 -TOURISM POLICY AND PLANNING**

Unit I Tourism policy- Definition

- 1.) Need for Tourism policy- Initiatives.
- 2.) National Committee on Tourism ( NCT-1988 )
- 3.) First Tourism ♦ Policy ♦ Objectives ( 1982) Recommendations
- 4.) National Action Plan ♦ 1992 ♦ Objectives.
- 5.) Tourism Policy 1997 ♦ Features
- 6.) National Tourism Policy- 2002
- 7.) Kerala Tourism Policy ♦ 1995
- 8.) Tourism Policy ♦ General Features.

Unit II Tourism Planning

Tourism Planning ♦ Definition, Planning Process.  
Importance of planning, different phases of planning.  
Levels and Types of Tourism Planning  
International Level  
National Level  
Regional Level

Unit III Role of Public and Private Sector

Govt. Sector ♦ Reasons of planning.  
 Economic  
 Social and Cultural  
 Environmental Political  
 Private Sector- Investment in Tourism Industry ( Travel Agency, Airlines, Hotels)

#### Unit IV Tourism & Five Year Plans

#### References

- 1.) Hand Book of Environmental Guide Lines for Indian Tourism ♦  
 Rattandeeep Singh ( Kaneshka Publishers, Delhi)
- 2.) Successful Tourism Management (Fundamental of Tourism by Pran Nath Seth)  
 (Sterling Publishers)
- 3.) Tourism Planning and Development a new perspective  
 By J.K.Sharma ( Kaneshka Publishers)
- 4.) Govt. of India planning Website.
- 5.) Kerala Tourism.Org.
- 6.) Dr.M.R.Dileep ♦ Tourism Concepts & Practices KITTS Publication.

### **BTS PROGRAMME**

#### **CORE- 9 ♦ TOURISM LAW AND REGULATORY FRAME WORK**

Objective- To give the students a general awareness about laws relating to tourism.

Unit- I ♦ Consumer Protection Act.

Definition ♦ Consumer, Control & State Councils.

Objectives- District Form

Redressal Agencies, State commission  
 National Commission- Procedure,  
 Jurisdiction, Appeal, composition  
 Finality of orders- Limitation period  
 Administrative control, Dismissal of  
 Complaints, Penalties.

Unit-II ♦ Pollution Control Act

Definition- air, water, sound pollution

Pollution control measures

Unit-III ♦ Foreigners Act 1942

Foreign Exchange Regulation Act 1973

Passport Act- 1967

Unit ♦IV ♦ Wild Life Protection Act 1972

Forest Act 1980

Unit-V- Ancient Monument and Archeological Site and Remains Act 1972

Tourism Conservation and Preservation Act 1998

Kerala Registration of Tourism and Trade Act-1991

Ref.-1.) Pran Nath Seth- Successful Tourism Management Volume I & II

2.) B. K. Goswami- A tend book of Indian Tourism

3.) Pierce D.G and Butler ♦ Contemporary Issues in Tourism Develop

4.) L.R.Potti ♦ A Text Book of Indian Tourism

5.) Govt.of India- Planning Website.

6.) Kerala Tourism.org

## **BTS PROGRAMME**

### **Core-10 - CULTURAL HERITAGE OF INDIA**

Objective

1. To familiarize the culture set up in India and its contribution to Tourism.

UNIT ♦I

Culture, civilization and heritage: meaning, definition and feature of Indian culture, Unity in diversity, assimilation and toleration.

Unit ♦II

Indian culture through ages:- a brief explanation about Indus valley civilization, Aryans. Rulers:- Alexander, The mouryas and Ashoka, Sungas , chola, Chera, Chalukyas, Pandyas, Muslim Invasions. The Mughals, Rajput and Marthas, British and Independent age (The students are required to study only a brief knowledge of the above topics.)

Unit ♦ III

The Mughals:- Art and Architecture under the Mughals- painting and music ♦ Persian and Hindi Literature ♦ fairs and festivals of Mughal India ♦ cultural synthesis.

Unit ♦ IV

Tamil South :- Sangam Age ♦ Medical culture of the South ♦ cultural vestiges, Temple Architecture :- Mahabalipuram ♦ Kanchipuram ♦ Auroville.

References

A.K.Bashem	:	The wonder that was India
H.G. Rawlinsan	:	The land and proper of India
Percy Brown	:	Indian Architecture Vol. I
T.V. Mahahingam	:	Kanchipuram in Early South Indian Husbandry
Rowshing chaitangs	:	A profile of Indian Culture
R.C. Majundar	:	The History and culture of Indian
R.K. Das	:	Temples of Tamil Nadu
Department of Public Relation:	Kerala	through the ages
A Sudharamenon	:	Social and cultural History of Kerala
Bryn Thomas	:	Lonely planet (India)

## **BTS PROGRAMME**

### **Core ♦11 ♦ MICE TOURISM**

Objectives of the study:

- ♦ To enable the students to understand the essentials of hospitality management
- ♦ To enable the students to familiarize with resort and event management
- ♦ To enable the students to do project work in the above areas.

Course content:

Unit ♦ I

Introduction to conventions, exhibitions and meetings (MICE). Definition of conference and the components of the conference market. Introduction to convention venues ♦ characteristics of conferences / conventions.

Unit ♦ II

The nature of conference markets ♦ Demand for conference facilities ♦ Economic and social significance of conventions-impact of conventions on local and national communities ♦ Demographic trends and Geographical Distribution ♦ introduction to professional meeting planning ♦ management of conference at site.

#### Unit ♦ III

Convention / exhibition facilities, Benefits of conventions facilities. Interrelated venues. Project planning development.

#### Unit ♦ IV

Meeting planner/ convention manager, Organizing and planning events. Major attributes of meeting planners. Types of meeting planners. Convention and visitor bureaus. Bureaus structure and funding.

#### Unit ♦ V

Travel Industry Fairs:

Participation Advantage

ITB ♦ WTM ♦ SMTV ♦ FITUR ♦ EIBTM- PATA TRAVEL MART.

#### REFERENCE BOOKS:

Gray and Higouri : Hotel and Motel management & operations.

A.K. Bhatia ♦ 2001, Sterling Publishers Pvt Ltd.

### **BTS PROGRAMME**

#### **CORE 12 ♦ ECO ♦ TOURISM**

#### Objectives

1. To enable the students to understand new trends in travel and tourism industry.
2. To understand different managerial technique adopted for sustainable eco tourism development

#### Unit ♦ I

Eco- Tourism :- concept and definition ♦ the eco- tourist character- eco-tourism products- trends.

#### Unit ♦ II

Eco- Tourism development :- definition and their relevance for tourism- common property resources and their management of tourism- strategies of eco- tourism development.

#### Unit ♦ III

Planning for sustainable development :- Area Protection ♦ industry regulation ♦ visitor management techniques, environment impact assessment (EIA), carrying capacity ♦ Types.

#### Unit ♦ IV

Sustainability :- principles of sustainability ♦ tourism ecological sustainability ♦ economic sustainability ♦ socio cultural sustainability ♦ psychological sustainability.

#### Unit ♦ V

Eco- Tourism and India ♦ Eco ♦ tourism and World Tourism Organisation, present scenario, national committee on tourism and ecological aspects of tourism.

#### REFERENCES

1. Tourism in the new Millennium ♦ Challenges opportunities ♦ Dr. S.P. Bansal  
Sushma, Sonia and chander Mohan.
2. Bro, E. ♦ Eco -tourism ♦ The potential and pitfalls.
3. Brandon . K. ♦ Eco ♦ tourism and conservation
4. David A. Fennel ♦ Eco- tourism and conservation
5. Martin Mowforth and Ian Munt ♦ Tourism and Sustainability.

### **BTS PROGRAMME**

#### **CORE- 13 ♦ GUIDING AND NEGOTIATING SKILLS FOR TOURISM**

#### Objectives

1. To understand the qualities of a guide.
2. To impart knowledge on various skills necessary for guiding the tourists.

#### UNIT- I

Meaning ♦ concept and types of guide; duties and responsibilities ♦ qualities of a good guide.

#### UNIT- II

Conducting tours:- Conducting various types of tour- understanding clients need- establishing good service security measures.

#### UNIT- III

Skills:- standard of dress and personal grooming ♦ Greeting participant and introducing self- leading the participants- skill in leading group.

#### UNIT- IV

Professional development :- Interpretative planning; Training staff for interpretation ; Evaluation techniques; Sources of professional assistance.

#### UNIT- V

Negotiation skills ; Types of negotiation techniques , negotiating a business deal.

#### Reference

Pond K.L : The professional guide : Dynamics of Tour Guiding, 1993

### **BTS PROGRAMME**

#### **CORE ♦ 14 ♦ TRAVEL AGENCY AND TOUR OPERATION BUSINESS**

#### Objectives

1. To understand the inner working mechanism of the travel agency.
2. To understand various skills necessary for tour operation business.

#### UNIT ♦ I

Travel trade :- History and development of travel agency- functions, travel agent- types- responsibilities, source of income of a travel agent- setting up of travel agency; Role of IATA and approval ♦ approval from the government ♦ Bill settlement Plan (BSP)

#### UNIT ♦ II

Tour operation :- concept and nature of tour operation ♦ functions ♦ types of tour operations ♦ type of tour operators.

#### UNIT ♦ III

Travel agency and tour operations: - Difference between travel agent and tour operator ♦ linkages and arrangements with hotel - travel agencies and airlines- tour escorts and guides.

#### UNIT ♦ IV

Itinerary development: - Meaning and definition ♦ types of Itineraries ♦ reference tool for itinerary preparation ♦ development of effective itinerary.

**UNIT ♦ V**

Organization structure of a travel agency :- (Information counseling, ticketing, documentation, liaisoning, staffing, directing, planning, organizing, and controlling)

## References

1. Travel agency and tour operation : Jagmohan Negi
2. Travel agency management : Mohander chand
3. Tour Guiding : Saithrdp (Limited circulation)
4. Tour operation : Saithrdp (Limited circulation)
5. Tourism transport and travel management : P.C. Sinha

**BTS PROGRAMME****CORE - 15 ♦ HOSPITALITY MANAGEMENT AND PUBLIC RELATIONS**

## Objectives

1. To enable the students to understand the essentials hospitality management
2. To understand different public relation techniques used for the promotion of hospitality business

**UNIT ♦ I**

Introduction to hospitality industry:- Accommodation types and forms. Hotel concept and classification.

**UNIT ♦ II**

Categorization :- Categorization of hotels on the basis of facilities provided (star system) and approval.

**UNIT ♦ III**

Important departments of hotel:- Front office, House keeping food and Beverage, maintenance and engineering- function and co- ordination with other departments.

**UNIT ♦ IV**

Role and input in multinationals in hoteliering sector:- Leading multinational and public sector hotel chains in India.

**UNIT ♦ V**

Public relation :- Introduction to Public relation ♦ Meaning and definition ♦ public relation strategies and programmes- media relation- tool for public relation in hospitality industry.

## References

1. Chon Sparrowe : Welcome to hospitality.
2. Sudhir Andrews. : Front office training manual
3. Sudhir Andrews : House keeping training manual
4. Holloway IC and Plant R.V: Marketing for tourism
5. Kotler Philip : Marketing Management.

**BTS PROGRAMME****CORE ♦ 16 - COMPUTERIZED OFFICE MANAGEMENT FOR TOURISM****UNIT ♦ I**

Introduction to Computer ♦ Classification of computer ♦ Historical development of computer- Computer generation ♦ Input Output devices ♦ Memory units- Storage devices.

**UNIT ♦ II**

Word processing ♦ M S Word ♦ Creating ♦ Modifying- Saving documents - Creating header and footer- Creating form letters for mail merge.

## UNIT ♦ III

Spread sheet- MS Excel ♦ Understanding the work book window- Entering tables- Values and formulas in to call- Formatting work sheet- Creating charts.

## UNIT ♦VI

MS PowerPoint ♦ Introduction- Creating presentations ♦ Formatting background ♦ Adding sounds ♦ Slide show- Slide sorter ♦ Setting animations ♦ Slide Transition ♦ Setting intervals.

## References

1. Computer Today , M.C Grawhills ♦ International edition.
2. Mastering Word 2000- Ron Mansfield and J.W.Oslen
3. Excel 2000- Geneworkpf.
4. Microsoft Office 2000 Gici Counter Unnette Marquise.

**BTS PROGRAMME****CORE ♦ 17 ♦ TOURISM ENVIRONMENT AND ECOLOGY**

## Objectives

1. To understand the relationship between tourism and ecology.
2. To enable the students to understand the need of sustainable tourism development.

## UNIT ♦ I

Ecological :- Meaning and definition ♦ ecology and relevance for the tourism sector, tourism and environment linkage

## UNIT ♦ II

Ecological dimension of tourism activities :- carrying capacity ♦ pollution ♦ geography ♦ biosphere ♦ human activities ♦ Misbalances.

## UNIT ♦ III

Environmental dimensions of tourism activities:- Cultural ♦ social economic ♦ costs and benefits ♦ anthropological aspects.

## UNIT ♦ IV

Environment Management :- Impact assessment ♦ Activities and controls , management of natural resources- land use environment issues and corporate environmental management ♦ corporate strategy and the environment.

## UNIT ♦ V

Role of agencies for environmental protection:- UN initiatives ♦ national committee on tourism and ecology ♦ other agencies.

## References

1. Butler R.W ♦ Tourism Environment and Sustainable Development
2. Castillon D.A.1992, Conservation of Natural Resources.
3. Corporate environment Management :- Richard Welford.

## **BTS PROGRAMME**

### **CORE ♦ 18 ♦ TOURISM MARKETING**

#### UNIT ♦ I

Tourism Marketing - concept - characteristics ♦ philosophies of marketing management ♦ customer relationship management.

#### UNIT ♦ II

Marketing research ♦ need ♦ process of marketing research.

#### UNIT ♦ III

Market segmentation ♦ types of market segmentation ♦ market planning ♦ objectives marketing mix ♦ p♦s of marketing (8)

#### UNIT ♦ IV

Product ♦ concept ♦ new product development ♦ Product life cycle ♦ Product mix pricing ♦ methods and strategies ♦ Distribution strategies.

#### UNIT ♦ V

Promotion mix ♦ Promotional budget ♦ Promotional strategies- Marketing of Airline (case study)

#### References

1. Philip Kotler ♦ Marketing management
2. R.K. Malhotra ♦ Tourism marketing
3. Jha S.M - Tourism marketing

## **BTS PROGRAMME**

### **CORE ♦ 19 - HUMAN RESOURCE MANAGEMENT**

#### Objectives

1. To learn various managerial skills necessary for the success of tourism industry.
2. To learn the students about the procedures and practices applied for the manpower training and placement

#### UNIT ♦ I

Human resource management: - Scope ♦ functions and objectives ♦ personnel management and HRM evolution HRM ♦ requirement of HRM in tourism.

**UNIT ♦ II**

Human resource planning :- meaning and definition ♦ information of HRP ♦ process of HRP ♦ requisites for successful HRP ♦ barriers to HRP ♦ job analysis ♦ job design.

**UNIT ♦ III**

Recruitment :- Recruitment process ♦ selection ♦ selection process ♦ methods of selection ♦ induction ♦ placement.

**UNIT ♦ IV**

Training and Development :- Nature and importance of training and development ♦ HRD in tourism ♦ techniques of training.

**UNIT ♦ V**

Performance Appraisal :- appraisal process ♦ job evaluation - job evaluation process ♦ compensation influencing factors ♦ components of remuneration .

**UNIT ♦ VI**

Absenteeism and Labour turn over ♦ labour welfare ♦ wage and salary Administration.

**References**

1. K.Aswhathappa ♦ Human Resources and Personnel management ♦ text and cases
2. Rakesh . K. Chopra ♦ Management of Human Resources - text and cases
3. Human Resources Management ♦ C.B. Gupta
4. Human Resources Development ♦ Dr. P. C. Tripathi.

**BTS PROGRAMME****CORE - 20 - PROGRAMMING IN VISUAL BASIC AND COMPUTERIZED ACCOUNTING****UNIT ♦ I**

Introduction to Visual Basic ♦ Starting ♦ Opening ♦ a new project - Closing a project ♦ Saving a project ♦ integrated Development Environment ♦ Drawings controls on the form ♦ Adding more controls to the tool box ♦ menu bar ♦ Toolbox.

**UNIT ♦ II**

Selecting and using controls ♦ Labels ♦ Textbox ♦ Command button ♦ Option button ♦ Check box ♦ Frame ♦ List box ♦ Combo box - Image - List box ♦ Line ♦ Data control ♦ OLE - Shape ♦ Grid ♦ Formatting controls ♦ Deleting controls ♦ Changing properties of controls.

**UNIT ♦ III**

Variables and Decision constructs ♦ Data types ♦ Declaration of variables ♦ Arithmetic operators used in VB ♦ Arrays ♦ Types of arrays ♦ Decision constructs ♦ Procedures ♦ Sub procedure , Function procedure, Property procedure ♦ Declaring String ♦ Converting Strings.

**UNIT ♦ IV**

Computerized accounting System ♦ Fundamentals of accounting , Features of an accounting package ♦ Implementing ♦ Computerized accounting system - Normal ledger or general ledger ♦ sales ledger or account payable ♦ stock control or inventory control system ♦ example accounting software ♦ Tally.

**References**

1. Programming in Microsoft Visual Basic 6.0 ♦ technology Group International Ltd.
2. Tally 8

**BTS PROGRAMME**

**CORE COURSE -21 PRINCIPLES OF INTERNATIONAL BUSINESS FOR TOURISM**

Unit1 :

Meaning and definition of foreign exchange- Balance of Trade and Balance of Payment ♦ India's Balance of Payments Problems .

Unit 2 :

The rate of exchange determination of rate of exchange ♦ Purchasing Power Parity Theory

Unit3 :

Exchange Control ♦ Multiple Exchange Rates ♦ Fixed ♦ Flexible and Floating.

Unit 4:

Fluctuations in Rate of Exchange ♦ Causes - Exchange control ♦ Objectives ♦ Methods ♦ Important provisions of FEMA

Unit 5 :

Globalization of markets ♦ production ♦ Investment and Technology ♦ Export ♦ Import Procedures

Unit 6 : International Financial Institutions ♦ IMF ♦ Special Drawing Rights ♦ IBRD ♦ ADB - IDA

Reference:

- International Business
- P.Subba Rao
- International Business
- Prof. J.V. Prabhakara Rao

**B.T.S PROGRAMME****CORE - 22 ♦ WEB DESIGNING AND ONLINE BUSINESS FOR TOURISM**

UNIT-1

MS Windows 2000- Introduction to windows ♦ Start menu ♦ Folder-Documents- Desktop-Toolbar.

UNIT ♦II

Internet- History- Basic requirements-Hardware-Software-Web browser- Internet explorer, Netscape Navigator- Feature-Email, Outlook Express, www.

UNIT ♦III

Computer Networks-Introduction, Uses-Types of network- Network Topologies- FTP- Transmission Media ♦ Magnetic media, Twisted pair media, Base band and Broad band, Fibre optic Cable.

UNIT ♦IV

Introduction to HTML ♦ HTML Tags- Forms- Frames-Tables ♦ List-Links-Displaying images- Web page designing.

UNIT ♦V

Project ♦ On-line Reservation.

REFERENCES

1. Windows 2000 Complete BPB Publication.
2. Mastering Internet, BPB- Cady Glee Harrah.
3. The Internet Complete reference ♦ C.O.Borne.
4. HTML Black Book, IDG Books- Steven Holzner.
5. Internet with Webpage/ website Bible, IDG Books- Underdahl, Bran
6. Computer Networks- Andrew.S.Tanenbaum, PHI.

### **BTS PROGRAMME**

### **CORE.- 23- HISTORICAL BACKGROUND OF THE TOURIST CENTERS IN SOUTH INDIA**

#### Module-1

- A.) What is Culture?- Indian Culture- antiquity- diversity.
- B.) Geographical features of South India- music art- dance- Architectural styles.
- C.) Temples of South India ♦ Major architectural styles- Dravidian temples-features- Socio- political and economic significance of South Indian Temples during medieval period- Life around temples.

#### Module -2

- A.) Andhra Pradesh ♦ Brief political history.
- B.) Historical background and significance of tourist centres-Hyderabad- Lepakshy- Thirupathi- Amaravathi ♦ Golkonda- Rajamundri ♦ Udayagiri ♦ Simhachalam- Salarjung Museum- Charminar-Warrangal-Masulipatam- Raichur ♦ Bijapur ♦ Wild life Sanctuaries of A.P.

#### Module- 3

- A.) Karnataka- Brief political History- Gangas- Mysore history ♦ Kadambas- Chalukyas ♦ Hoysalas- Vijayanagara Empire-Wodeyars-Hyder, Tipu.
- B.) Significance and Historical background of significant places- Hampi- Bidar-Bijapur- Gulberga- Aihole ♦ Pattadakal Dharmastala-Kollur-Belur-Halebid ♦ Shravana Belagola ♦ Mysore- Sringeri- Jogfalls- Bangalore.

#### Module-4

- A.) Tamil Nadu ♦ Historical Continuity ♦ Society and Culture in Tinai Songs- Muredars- Chola ♦ Chera- Pandya ♦ Antiquity and richness of Tamil.
- B.) Tamil Nadu Temple architecture- Features Life and culture around temple.
- C.) Historical background of important centres- Mahabalipuram- Chennai- Kanchipuram- St.Thomas Mount- Chidambaram ♦ Pondy Auroville Thanjavoor-Thiruvaiyara- Madurai- Palani-Rameswaram-Dhanushkodi- Arikamedu-kanyakumari- Poompuhar-Velankanni-Ooty-Kodai-Yercaud.

#### Module-5

- A.) Kerala ♦ Historical Outline- References in Tinai songs- Early contacts with rest of the world- cradle of world religions.
- B.) Padmanabhapuram Palace ♦ Mattancherry Palace- Kalady- Monayoor- Jewish Synagogue- Bakkel-Thankaseery- Munnar-Thekkady-Guruvayoor-Thrikkakara-Aranmala- Edakkal- Kodungallur- Thrissur.

#### Reference

- 1.) The Splendor that was India ♦ K.T.Shah
- 2.) Architectural splendor of Bijapins ♦ Fergnson.J
- 3.) The Art of India ♦ Stella Kramrich
- 4.) The Land and People of India ♦ H.G.Rawlinson

- 5.) Kanchipuram in Early South Indian History ♦ T.V.Mahalinyam
- 6.) History of the Pallavas of Kanchi -Gopalan.R.
- 7.) A History of the Early Dynasties of Andra Pradesh ♦Krishna Rao.B.V.
- 8.) This Beautiful India ♦ Karnataka - by Sukhdev Singh Chib.
- 9.) This Beautiful India ♦ Kerala - by Sukhdev Singh Chib
- 10.) . This Beautiful India ♦ Tamilnadu - by Sukhdev Singh Chib
- 11.) This Beautiful India ♦ Andra Pradesh - by Sukhdev Singh Chib
- 12.) Middle Chola Temples ♦ S.R.Balasubhrahmaniyam
- 13.) A Profile of Indian Culture ♦ Krishna Chaithanya
- 14.) Traditions of Indian Classical Dance ♦ Mohan Kholker
- 15.) Temple of Tamilnadu ♦ K.K.Das.
- 16.) Kerala Charithram ♦ Raghava Varrier, Rajan Gurukkal.
- 17.) Kerala Through Age ♦ Dept of Public Relations.
- 18.) The Cultural History of Kerala ♦ A.Sreedhara Menon.

### **BTS PROGRAMME**

#### **OPEN COURSE ♦ 1 ♦ ADVANCED ACCOUNTING**

Unit ♦ I - Accounts of Non-profit Organization ♦ Preparation of Income & Expenditure ♦ Receipt and Payment accounts.

Unit ♦ 2 - Sectional and Self-Balancing Ledgers, Sectional Balancing System, Self-balancing system, Difference between Sectional and Self-balancing systems ♦ problems and solutions.

Unit ♦ 3 ♦ Accounts from incomplete records ♦ Pure single entry system, Simple Single entry System, Quasi Single Entry System, Ascertainment of Profit or Loss, Statement of affairs method, Final accounts methods, Problems & Solutions.

Unit ♦ 4 ♦ Royalty Accounts: Meaning, Minimum rent, Short Working, Recouping of Short workings, Accounting procedure under minimum rent a/c only.

Unit ♦ 5 ♦ Hire - purchase and Installment systems. - Meaning, Difference between Hire purchase System and Installment system, Accounting procedure (Credit purchase method only) in purchaser♦s books and vendor♦s books. Calculation of Interests (Accounting procedure under Installment System excluded)

Reference:

R. L. Gupta ♦ Principles of Accounting  
 Shukla M.C. and Grewal T.S. : Advanced Accounting  
 Chandra Prasanna: Financial Management  
 Jain & Narang: Accountancy

### **BTS PROGRAMME**

#### **OPEN COURSE ♦ 2 ♦ PUBLIC RELATIONS AND TOURISM JOURNALISM**

Unit - I ♦ Principles of PR ♦ PR Ethics ♦ Mass Communication ♦ Knowledge of Organisation ♦ Communication skills- Image building ♦ Goodwill, Feedback ♦ Role of PR in Organisation.

Unit ♦ II ♦ Advertising Photographer & inhabitations ♦ Conference ♦ Conflict ♦ PR in Tourism Industry.

Unit- III- Meaning and scope ♦ Principles of Journalism-Editing- Tourism press in India ♦ Print media ♦ Radio & TV Media.

Unit ♦ IV- Web Journalism ♦ Suppliers of News ♦ Editor- Languages and Styles ♦ Theorem of Mass Communication.- News Agencies ♦ Journalism as a Carrier and Profession.

Unit ♦ V- Qualities required as a reporter- Mouse Journal ♦ Design and Make-up- Picture Editing and Caption ♦ Man Media policies- Media representation in tourism.

#### Reference:

1. Public Relation by Jeth Waney
2. Public Relation Hand Book.

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### **BTS PROGRAMME**

#### **OPEN COURSE -3 ♦ FRONT OFFICE MANAGEMENT**

Unit ♦ I ♦ Introduction to Hotel Industry- Types of Hotels ♦ Introduction to Front Office- Front office operations ♦ Front office equipment ♦ study of various system

Unit ♦ II ♦ Revaluation ♦ Registration ♦ Technology ♦ Method of Payment- Room Rates ♦ Front Office Communication

Unit- III ♦ Check Out and Settlement ♦ Night audit ♦ Telephone Operation

Unit ♦ IV ♦ Principle and Function of Catering Management ♦ Tools of Management ♦ The organization chart.

Unit ♦ IV ♦ General Manager ♦ duties and Responsibilities ♦ Guest satisfaction Index and Review ( Briefly) ♦ Training and development ♦ Laws governing Ford service Establishment - - Employee facilities and Benefits

#### Reference:

1. Gray and Ligouri: Hotel and Management and Operations( Delhi;prentice all India)
2. Andrews : Hotel front office Training management (Bombay : Tata merraw Hill)
3. Negi : Hotels for Tourism Development ( Delhi: Metropolitan India)
4. Arthur & Gladwell : Hotel Assistant Manager( London Commica Barriell, Jenkins)
5. Negi : Professional Hotel management ( Delhi : S. Chand)

## BTS PROGRAMME

### OPEN COURSE - 4 - TOURISM PLANING AND DEVELOPMENT

#### Unit -1

Tourism Policy Formulation ♦ National Action Plan ♦ Tourism Policy of India ♦ Role of International organization in Planning - Participation of public and private sector and Agencies in tourism Planning ♦ tourism in state and its policies ♦ a case study.

#### Unit ♦II

Incentives and subsidies of state and Central Government Assistance to the promotion of Tourism projects - investment opportunities in Hotel and Tourism Project ♦ Funding Agencies ( TFCI), TIIC etc, -Incentives and concessions for Tourism Project - New Schemes such a Heritage Hotels, Special Tourism.

#### Unit III

Tourism Planning ♦ Steps in Planning, Destination Planning ♦ Destination Life cycle ♦ Improper tourism Planning ♦ socio Economics Cultural and environmental impact

#### Unit ♦IV

Participation of Public Sector, Private Sector in Tourism Planning

#### Unit ♦ V

Types of Planning- Local , Regional, National and Master plan

#### Reference:

1. Milli and Morison , The Tourism system, an Inductory Text ( 1972)
2. Gunclare A, Tourism Planning (1994)
3. Dept pf Tourism Gol, investment opportunities

### MODEL QUESTION PAPER

#### COMMON CORE -1-ECONOMICS AND BANKING FOR TOURISM MANAGERS

##### Section A- Answer all questions

##### Bunch-1

- . Who is the present governor of RBI?
- . Which Bank introduced credit card for the first time in India
- . What do you call the cost incurred in past ?
- . what is the full form of the word ♦CORE♦, in *CORE BANKING*

##### Bunch-2

- . What you call the cost incurred in producing can additional unit of output.
- . MICR CHEQUES; what is the full form of ♦MICR♦.
- . Which is the biggest public sector Bank in India.
- . Who is the person authorized for the inexpensive redressal of grivenceses of customers against banks?

**Bunch- 3**

- . What is the name of the bank account opened by non-resident Indians?
- 0. Which Bank is called the Bank in India?
- 1. Who is the system followed by RBI with regard to note Issue?
- 2. Who is the leader of the last resort?

**Bunch -4**

- 3. What is the major source from which a bank derives a major portion of its funds?
- 4. What do you call the capacity of the banker to convert his assets into cash on demand?
- 5. What is the most important principle to be observed in determining the lending policy?
- 6. What is the first item appearing on the liability side of the balance sheet of commercial bank?

**Section B- Answer any six questions**

- What is price elasticity.
- What is income Elasticity.
- What is Debit Card?
- What is Decision making?
- Define demand ?
- Define Historical Cost?
- What is Break-even point?
- Define Cost?
- Define Management Economics?

**Section C- Any three questions**

- 1. Discuss the scope of managerial Economics
- 2. Discuss the various degrees of price elasticity
- 3. Briefly explain the functions of Commercial Banks
- 4. Explain any Five Cost Concepts
- 5. Explain Cost Control and Cost Reduction and distinguish between the two
- 5. Explain the problems associated with capital budgeting.

**Section D ♦Any two questions**

- 1. What is Law of Demand? What are the reasons behind law of Demand.
- 2. Examine pay Back period method . what are its advantages and disadvantages.
- 3. Examine the various degrees of price Elasticity with the help of suitable diagrams.

Model question Paper  
Common Course -2- Managerial Information System

**Section A Answer all Questions****Bunch -1**

- 1. Which subsystem of MIS support decision ♦ making process?
- 2. Which report is used for presenting exceptional matters to the managers?
- 3. In which data entry process is used for recording transactions on the basis of documents?
- 4. What is the abbreviation of DBMS?

**Bunch -2**

- 5. What is the abbreviation of SQL?
- 6. Who supervises the database administration function?
- 7. Which subsystem of MIS provides information to the top level executives for taking decisions?
- 8. Identify the process of dividing super system into lower level subsystem?

**Bunch -3**

- 9. What is the other name of processed data?
- 10. What is the set of interrelated components?
- 11. Which term is used to describe the uncertainty level of information?
- 12. What are the raw materials used for generation information?

**Bunch -4**

- 13. Which language is used for data processing and updating?
- 14. Which information is related to functions or divisions or small areas of responsibility?
- 15. Which is the third layer in the structure of MIS?
- 16. What is the equation used for calculating interface?

**Section B answer any six Questions**

- 1. Define MIS?
- 2. What do you mean by DSS?
- 3. Explain the pyramid structure of MIS?
- 4. Define EDP?
- 5. What are the various steps involved in transaction processing?
- 6. Explain the characteristics of systems?
- 7. What is entropy?
- 8. Difference between open system and closed system?

9. Difference between data and information?

**Section C ♦ Answer any four questions**

1. Explain the characteristics of MIS?
2. Explain the dimensions of information?
3. Explain the terms
  - 1) LAN
  - 2) WAN
  - 3) MAN
4. Explain the advantages of database?
5. Explain i) Interface ii) Black box iii) Boundary
6. What are the various tools used in OAS?

**Section D Answer any two questions**

1. Define MIS and explain the characteristics of MIS?
2. What do you mean by information? Explain various types of information?
3. Define system and explain various types of system?

**MODELQUESTION PAPER**

**COMMON CORE - 3 - INDIAN CONSTITUTION AND CIVIC CONSIIOUSNESS.**

**Part A ♦ Answer all questions**

**Bunch ♦ I**

1. In which year did constitution come to being?
2. Who was the chairman of the drafting committee of the constitution?
3. Which article in constitution is known as mini constitution?
4. Who was the architect of the preamble of the constitution?

**Bunch ♦ II**

1. Which Right was omitted from the constitution by 44<sup>th</sup> Amendment?
2. By which amendment fundamental duties are added to the constitution?
3. In which year right to Information act was Introduced.
4. What is the name given to the Lower house of the parliament

**Bunch ♦ III**

1. How many articles did the Indian constitution consist originally.
2. Who convene the joint meeting of the parliament.
3. Who is the chairman of Rajya Sabha.
4. Term of a Rajya Sabha Member .

**Bunch ♦ IV**

1. Single citizenship is taken from the constitution of which country.
2. From which constitution the idea of preamble is borrowed.
3. Fundamental Right is borrowed from which constitution.
4. Which is the apex court in India.

**PART B -Short Answer- Answer any 6 questions.**

1. Explain Right to constitutional remedies.
2. What are the sources of Indian constitution?.
3. Explain Independent Judiciary.
4. Explain 42<sup>nd</sup> Amendment of the constitution.
5. Explain 73<sup>rd</sup> and 74<sup>th</sup> Amendment.
6. Explain legislature, executives and Judiciary.
7. Loss of citizenship.
8. Explain six Freedoms
9. What are writs.

**Part C -Short Essay ♦ Any 4 questions.**

1. Explain procedure for presidential election.
2. Write short essay on citizenship.
3. What is Right to information.
4. Explain preamble of the constitution.
5. Explain functions of parliament.
6. Short essay on secularism.

**Part D- Essay - Answer any two questions**

1. Fundamental Rights and Duties.
2. Explain out standing features of the constitution.
3. What is the procedure for constitutional Amendment.

**MODEL QUESTION PAPER  
COMMON CORE -4 -PRINCIPLES OF MANAGEMENT**

**Section A ♦ Answer all questions****Bunch - 1**

1. Who is the father of scientific management?
2. Expand MBO
3. What constitute top management?
4. Who proposes the hierarchical need theory of motivation?

**Bunch - 2**

5. What is the basis of control ?
6. In which level policy decisions are taken?
7. What is unity of command?.
8. Which principle stressing team work and unity among personnel?

**Bunch - 3**

9. Who proposes hygiene motivation theory?
10. Who introduce the concept of MBO?.
11. Which is the process of placing a concluded at the right place?
12. What are the two sources of recruitment ?

**Bunch - 4**

13. Which is the simplest and oldest form of organization
14. Who proposes the principles of management
15. Which in the process of stimulating candidate to apply for a particular job?
16. State any off the job method

**Section B - Answer any 6 questions**

1. Define motivation
2. Define scientific management
3. What is management.
4. Define policies
5. Define mission
6. What is unity of direction
7. What is planning premises.
8. What is authority
9. What is training

**Section C -Answer any 4 questions**

1. Explain the levels of management
2. Explain the source of recruitment.
3. Explain Maslow's need hierarchy theory of motivation.
4. Explain planning process
5. Management is both art and science. comment
6. Explain line and staff organization

**Section D - Answer any 2 questions**

1. Explain the learning methods.
2. Explain the selection process.
3. Explain Fayol's principles of management.

**MODEL QUESTION PAPER****COMMON COURSE -5- AIR FARES AND TICKETING****Section A ♦ answer all questions****Bunch -1**

1. Decode BSP
2. Which currency is used in Paris?
3. What is the three letter code for Port of Spain?
4. The Coral Sea is associated with which continent?

**Bunch -2**

5. Where is IATA headquarters situated?
6. When World Trade Organization came into existence?
7. What is the three letter code of the airport of Ministri Pistarini in Buenos Aires?
8. Which country's currency code is MAD?

**Bunch -3**

9. Decode BAG
10. The Coral Sea is associated with which continent?
11. In which country the city Paramaribo is situated?
12. Which documents are checked at the boundary gut?

Bunch -4

13. What is the three letter code for New York?
14. Mention any two computer reservation systems?
15. What is the Airline Code of British Airways?
16. How much weight system is allows for First Class passengers?

### Section B Answer any six Questions

1. What is Add-On?
2. Define Itinerary?
3. Difference between Adult and Child?
4. Define Baggage?
5. What is PSF? Who charges the PSF?
6. What is Return trip?
7. What are the excess baggage rules for domestic flights?
8. What is GSA?
9. What is overbooking?

### Section C Answer any four Questions

1. What are the excess baggage rules for domestic flights?
2. What are classes of travel in international flights? Explain each class briefly.
3. What is the significance of the PNR in a CRS? What type of data can be seen /viewed on the screen of the computer using the PNR?
4. The local time in Tokyo (TYO), Japan is 18:30 hours on the first of March. What is the local time and date in Sydney (SYD), Ns Austria?  
TYO GMT + 9  
SYD GMT + 11
5. The Local time in Madrid (MDD), Spain is 05.00 hours on 30<sup>th</sup> October. What is the local time and date in Vancouver (YVR). BC. Canada?  
MAD GMT + 1  
YVR GMT + 7
6. Define a passport and its various types passport.

### Section D Answer any Two Questions

1. Calculate this fare for the following ✦?  

YMQ ✦ NYC ✦ LON ✦ BRU	Fow	MPM = 4142
YMG ✦ LON ✦ 2583.81		TPM : YMQ ✦ NYC 338
YMQ ✦ BRU ✦ 2224.61		NYC ✦ LON 3458
NYC ✦ LON ✦ 3301		Lon ✦ BRU 206
NYC ✦ BRU ✦ 2506		
2. Calculate this fare for the following ..?  

AKL ✦ SYD ✦ TYO ✦ NOU ✦ AKL
AKL ✦ SYD ✦ RT 710.98
AKL ✦ TYO ✦ RT 2564.26
AKL ✦ NOU ✦ RT 735.57
SYD ✦ TYO ✦ RT 2628.48
NOU ✦ ✦ RT 2406.50

### TPM

AKL ✦ SYD	1343
SYD ✦ TYO	4863
TYO ✦ NOU	4348
NOU ✦ AKL	1145

3. Calculate this fare for the following ✦?

Curaco ✦ KL ✦ Amsterdam ✦ KL ✦ Barcelona ✦ IB ✦ Hamberg ✦ LII ✦ Zurich ✦ SR ✦ Amsterdam ✦ KL ✦ Curaco

	<u>MPM</u>	
CUR ✦ AMS FRT NOU	4441.34	5482
CUR ✦ BCN FRT NOU	4214.52	5792
CUR ✦ HAM FRT NOU	4544.12	6162
CUR ✦ ZRH FRT NOU	4405.58	6216

### TPM

CUR ✦ AMS	- 4869
AMS ✦ BCN	- 771

BCN ♦ HAM - 928  
 ZRH ♦ AMS - 375  
 AMS ♦ CUR ♦ 4869

## MODEL QUESTION PAPER

### COMMON CORE -6- STRATEGIC MANAGEMENT AND ENTREPRENEURIAL DEVELOPMENT

#### Section A- Answer all questions

##### Bunch -1

1. What is the first step in strategic management process .
2. Expand SIDO
3. Expand SWOT
4. Write any macro ♦ environmental variable.

##### Bunch - 2

5. In BCG matrix cash cow indicate which position ?
6. Which diversification strategy indicate growth related to industry?
7. Define entrepreneur
8. Define competence

##### Bunch -3

9. Expand NABARD
10. Expand EDI
11. Write any one growth strategy
12. What is a strategy.

##### Bunch-4

13. What is strategic planning.?
14. Write any stabilization strategy
15. Which is banker bank?
16. Expand BCG model

#### Section B -Answer any 6 questions

1. What is body of knowledge.?
2. What is a skill?.
3. What is entrepreneurship?.
4. What is strategic management?
5. What is family business?
6. Explain conglomerate diversification strategy
7. Explain merger
8. Write any four entrepreneurial competence
9. What are the levels strategies?

#### Section C -Answer any 4 questions

1. Explain the characteristic of small scale entrepreneur
2. Explain SWOT model.
3. Explain retrenchment strategy
4. Explain vertical integration and Horizontal integration strategy
5. Explain the issue in family entrepreneur
6. Explain BCG model

#### Section D - Answer any 2 questions

1. Explain the management process.
2. Explain different Growth strategies
3. Explain the Role of entrepreneurship in SSE and economic development.

**MODEL QUESTION PAPER**  
**Core ♦ 1 -Fundamentals of Tourism**

**Section A - Answer all questions****Bunch-1**

1. When was IATA formed?
2. Who is the father of the travel agency?
3. Write any two elements of tourism?
4. Who is known as the father of tourism?

**Bunch-2**

5. Name any two tourist trains of India?
6. What is a GIT?
7. Which is the first eco-tourism centre in Kerala?
8. Who is the tourism minister of Kerala?

**Bunch-3**

9. Which day is celebrated as tourism day?
10. Name the largest Island in the world?
11. What are different components of tourism?
12. What do you understand by the term ♦destination♦?

**Bunch-4**

13. What is the abbreviation of WTO in tourism?
14. When did the tourist traffic branch set up?
15. Which was the summer capital of the British?
16. In which place the first world tourism conference was held?

**Section B-Answer any six questions**

1. What do you understand by International tourism?
2. What is the meaning of sports tourism?
3. Define religious tourism? And what is the impact of religious places on its vicinity?
4. What are the various geographical components of tourism?
5. What is the difference between a tourist and a visitor?
6. What is packaged tour?
7. What is a concept of paid holidays?
8. Briefly explain various impacts of tourism?
9. Show the relevance of railway network in tourism Industry?

**Section C ♦Answer any four questions**

2. How was the tourism industry developed during the period of industrial revolution?
3. Write a short note on the different forms of tourism found in India?
4. What are the growth factors in the evolution of tourism ? explain?
5. Explain the relevance of peter♦s inventory in identifying tourism resources?
6. Describe the history tourism development in the world?
7. What are the basic travel motivators? Explain?

**Section D Answer any two questions.**

1. What are the various elements that affect tourism growth and development?
2. What are major government controls on tourism in India ?
3. State the role of inland waterways and backwaters in the promotion of Kerala?

**MODEL QUESTION PAPER**  
**CORE -2 ♦ TOURISM PRINCIPLES AND PRACTICES**

**SECTION ♦ A - Answer all Questions****Bunch -1**

1. Who invented money?
2. Who was the first Chinese Buddhist pilgrim to India?
3. Expand PATA.
4. Name the apex hospitality trade Association in India.

**Bunch-2**

5. When was ITDC formed?
6. Who were the first pleasure travelers?
7. When was Sargent committee appointed?
8. Where is the Head Quarters of International Congress and Convention Association (ICCA) Situated?

**Bunch -3**

9. Give any one advantage of holding International and National conferences.
10. Name any two lifecycle factors.

11. Give an example of push factor.
12. Give the full form of UFTAA.

**Bunch -4**

13. When Vasco ♦ Da- Gama did reached India?
14. Who established first rail service in India and when?
15. Which century is considered as the golden age for grand tour?
16. Which international convention states the liability of airlines in case of death or injury to a passenger?

**Section ♦B Answer any six questions**

17. What are the barriers of travel?
18. What do you mean by lifestyle and lifecycle factors?
19. What is Chicago Convention?
20. What are the main functions of Department of tourism?
21. Define push and pull factors. Give example for each.
22. Expand and define IATA.
23. What is Grand Tour?

**Section -C ♦ Answer any Four Questions**

24. What is Manila Declaration? Explain.
25. Briefly explain travel in Industrial Age.
26. What are Travel Motivators? What are the different types of Travel Motivators?
27. What are the various determinants of Tourism?
28. Briefly explain the development of Tourism in Independent India.
29. What is TAAI? Mention the aims and objectives of TAAI.

**Section ♦ D ♦ Answer any Two Questions**

30. Explain the travel and travelers in Ancient India.
31. What is meant by International organizations? Which are the various International Organizations?
32. What do you mean by ICPB? Explain.

**MODEL QUESTION PAPER**  
**Core ♦ 3 - STATISTICS FOR TOURISM BUSINESS**

**Section A. Answer all questions**

**Bunch-1**

1. What is the meaning of Latin Word ♦ Statistics♦?
2. What do you mean by Statistics in Plural sense?
3. What we call in Statistics when using incomplete and incorrect information
4. What we mean lack of confidence in statistical Statements and Statistical methods

**Bunch-2**

5. What is printed list of question to be filled by the informants
6. What kind of data are usually n the shape of finished products.
7. What is meant by the process of arranging data in groups or class according to resemblance?
8. What is called difference between lower and upper class boundaries

**Bunch- 3**

9. What is the another name of class mark?
10. What we call the orderly arrangement of data in rows and columns
11. Give one example of mathematical average.
12. Write down the formula for findings median in continuous series.

**Bunch-4**

13. Name one of the components of Time Series
14. What we get when the standard deviation is expressed as percentage ratio to the mean.
15. What is the visual aid to show the presence or absence of co-relation between two variables.
16. Ascertain the value of median when the value of mean is 40 and mode is 50.

**Section B Answer any six question**What is primary data?

17. Bring out the importance of statistics in business and tourism?

18. What is meant by statistical units?
19. What is meant by correlation?
20. write a note on ogive?
21. What is an Index Numbers?
22. What is time Series?
23. Find the range and co-efficient of range in the following values.  
25 32 85 32 42 1 20 18 28

24. Find median from the following:-

Wages	10	12	15	18	2	25	30
No. of Workers	3	5	8	12	13	10	7

**Section C -**

**Answer any four questions.**

25. What is a questionnaire ? What are the precautions to be observed in drafting a questionnaire?
26. What are the essential qualities of a good sample?
27. What are the limitations of stielier?
28. Draw a less than ogive of the following data?  
Class      0-10      10-20 20-30 30-40 40-50 50-60.  
Frequency 20      30    40    50      36    24
29. Calculate standard deviation co- efficient of variation  
Values: 10      12    80    70    60    100    04

**Section D - Answer any two questions.**

30. Find the rank correlation coefficient between poverty and over crowding from the table below:-

Town:-	A	B	C	D	E	F	G	H	I	J
Poverty:-	17	13	15	16	6	11	14	9	7	12
Over crowding:-	36	46	35	24	12	18	27	22	2	8

31. Fit a straight line trend to the following series by the method of least squares.

Year:-	2002	2003	2004	2005	2006	2007	2008
Production:-	10	13	12	14	12	16	14
Of steel (000 tonner)							

Estimate the most likely production for the year 2010

32. Explain the steps involved in the construction of Index Numbers.

**MODEL QUESTION PAPER  
CORE 4 - FINANCIAL ACCOUNTING**

**Section A Answer all question**

**Bunch -1**

1. Who is known as father of double entry system?
2. Who is a debtor?
3. What is the rule of real account?
4. Which book is used to record business transactions?

**Bunch -2**

5. Which concept of accounting is deals with separate legal existing?
6. What is the journal entry of withdrawing goods for personal use?
7. What is ploughing back of profits?
8. Which statement is prepared to show financial position of a trading concern?

**Bunch -3**

9. Give an example for fictitious asset ?
10. Which book is used to recording all cash transitions?
11. Give the name of the statement which balance the debit and credit?
12. What is called the amount withdrawn by the proprietor for his personal use.

**Bunch -4**

13. Which transaction is known as exchange of goods for other goods?
14. What is the original form of accounting?
15. What is the basic principle of accounting
16. In which accounting standard (AS) deals with depreciation accounting?

**Section B ♦ Answer any six questions**

1. Distinguish between capital and revenue expenditure?
2. What is meant by permanent working capital?
3. Cash book is both a journal and a ledger. Why?
4. What are double entry principles of accounting ?
5. Explain the meaning of money measurement concept?
6. The profit of a concern is Rs 47000. The manager is eligible for a commission of 5% on profit after charging his commission. Calculate the amount of commission?
7. On 20<sup>th</sup> Dec 2004 goods costing Rs 7000 was lost by fire and the insurance company admitted the claim in full. Show how will you show these in the books which is closed on 31<sup>st</sup> December closed on 31<sup>st</sup> Dec.
8. Show the accounting equation on the basis of the following transaction?
  - a. Mohan started business with cash 30000
  - b. Purchased goods on credit from Ram 9000
  - c. Sold goods for cash 5000
  - d. Paid salary 3000
9. Categorise the following items into appropriate accounts?
  - a. Drawings
  - b. Capital
  - c. discount paid
  - d. interest received
  - e. Machinery

**Section C - Answer any four questions**

1. Explain the goals of financial management?
2. What are final accounts.? Why are those prepared?
3. Journalise the following transactions in the books of Sam

January

1. Sam commenced business with cash 15000
- 3 paid in to Bank Rs5000
- 4 purchased goods from Krishna Rs.15000
- 5 returned goods to Krishna 350
- 7 repairing charge paid Rs75
- 10 withdraw cash for personal use 3000
- 15 paid cash to Krishna 1000
- 25 paid rent Rs500
- 31 received commission Rs,250
4. The following are the extracts from the trial balance of a firm from the Trial Balance of a firm  
Trial balance as on 31 .12 .2004  
Sundry debtors -50000  
Bad debts -3000  
Discount -2000

**Additional information**

- a. Create a provision for doubtful debts at 10% on debtors
  - b. Create a provision for discount on debtors at 5% on debtors
  - c. Additional discount given to debtors Rs.1000
- Pass necessary journal entries and show these will appear in financial accounts?
5. From the following particulars ascertain the balance by means of a statement that would appear in the pass book of Mr. Ramchandran as at 31<sup>st</sup> December 2009
    - 1 . overdraft as per cash book -7100
    2. Interest on overdraft for 6 months-160
    3. Bank charges for the above period- 70
  6. From the following balance preparing trading account?
 

Opening stock -9200  
Purchase ♦ 23700  
Sales 24200  
Returns inwards -1750  
Returns outwards -350  
Carriages -2600  
Direct wages -2600  
Closing stock-7100

**Section D ♦ Answer any two questions**

1. What is a trial balance ? how does it differ from A Balance sheet?
2. Briefly explain the sub division of journal and state the purpose of each?
3. Prepare trading and profit and loss a/c and balance sheet from the following trial balance of Mr.R.Vijayan as on 31.12.2007

Capital		15000
Drawings	2000	
Purchases	20800	
Stock 1 <sup>st</sup> jan 2007	6900	
Sales		27500
Creditors	8100	
Rent	1000	
Discount	270	
Furniture	900	
Machinery	10000	
Travelling Expenses	650	
Bad Debts	620	
Debtors	7500	
Return Inwards	300	
Return Outwards	580	
Carriage Inwards	400	
Wages	325	
Salaries	1900	
Interest	480	
Carriage outwards	700	
Insurance	900	
Bank Loan	4500	
Cash in hand	575	
<b>TOTAL</b>	<b>55950</b>	<b>55950</b>

**Adjustments**

1. Closing stock 9500
2. Insurance Prepaid 300
3. Out standing expenses;  
salaries 100  
Rent 300  
Interest on bank 15
4. Depreciate machinery and furniture by 10%

**MODEL QUESTION PAPER**  
**CORE-5- CULTURAL HISTORY AND TOURISM RESOURCES OF KERALA**

**Section A - Answer all questions****Bunch 1**

- A) Author of Tahful Muhabuddin
- B) Most important work on marumakkattayam.
- C) Who popularized advaita movement.
- D) In which year land reform act passed?

**Bunch 2**

- A) Name the land under the ruling class
- B) In which year Kerala temple entry proclamation passed?
- C) Name prehistoric remains in Kerala.
- D) Name any two archeological sources of Kerala history.

**Bunch 3**

Mention the Year

- A) Formation of Kerala state.
- B) Dutch palace built by Portuguese
- C) Punnapara ♦ Vayalar struggle
- D) Kundara Proclamation

**Bunch 4**

- A) Name the first drive in beach in Kerala
- B) Which are the famous echo ♦ tourism destinations in Kerla
- C) Give names of two classical dances of Kerala.
- D) First president of Travancore state

**Answer any six questions**

- A) What is megalith?
- B) Sangam age
- C) Malabar Manual
- D) Horthus Malabaricus.
- E) Marumakkathayam
- F) Bellads of Kerala
- G) Panchakarma
- H) Kalari
- I) Temple arts

**Answer any four Questions**

- A) Historic remains in Kerala
- B) Impact of Europens on Kerla culture and education
- C) Freedom movement in Kerala
- D) Caste Hierarchy in Kerala during 16<sup>th</sup> and 17<sup>th</sup> century
- E) Literary contribution of Ancient Kerala.

**Answer any Two Questions**

- A) Rise of Perumals of Kerala
- B) Emergence of responsible government in Kochi and Travancore .
- C) Explain the anti Colonial movement in Kerala.

**MODEL QUESTION PAPER**  
**CORE ♦ 6 - GEOGRAPHY FOR TOURISM**

**Section ♦ A ♦ Answer all questions****Bunch - 1**

1. Which branch of Science deals with study of earth and its features?
2. Which division of geography examines natural environment?
3. Name any one boundaries of India?
4. Which is the biggest river in India?

**Bunch - 2**

5. Name any two tributaries of India?
6. Which is the another name of Ganga?
7. Which city is situated in the bank of river Hoogly?
8. Which river is flows towards East ?

**Bunch - 3**

9. Write any 3 factors that control climate?
10. Mention any Island of Lakshadeep ?
11. Write any two beaches in Goa?
12. Which is known as Vally of God?

**Bunch - 4**

13. Which is the prominent peaks of India?
14. Where is the Eravikulam National Park is situated?
15. Which is the natural home of plant and animals?
16. Mention any two festivals celebrated on the basis of seasons in India?

**Section ♦ B ♦ Answer any six questions**

1. Define Geography?
2. What do you mean by the term latitude?
3. What is Map scale?
4. Difference between weather and climate?
5. What are the geographical factors of Tourism?
6. Define the term eco ♦ tourism?
7. What is Green house effect?
8. What do you mean by pollution?
9. What are the species of various types of fauna in India? How many of these are endanger?

**Section ♦ C- Answer any four questions**

1. Difference between Eastern Ghats and Western Ghats?
2. What is a biosphere reserve? Which one of these has been recognized by the UNESCO?
3. What is a mangrove? Why is it use? Give the names of any five mangroves of India?

4. Briefly explain the various classifications of forests?
5. Write a short note on human activities that affect geography?
6. What is a product in the context of Tourism industry? What is the feature of a tourism product?

**Section- D ♦ Answer any two questions**

1. What are the major religious festivals of the Hindus? What are the months and time periods of their celebration?
2. How seasonality helps in Tourism promotions?
3. Briefly explain the Himalayan Tourism?

**MODEL QUESTION PAPER**  
CORE ♦ 7 -TOURISM PRODUCTS

**Section -A ♦ Answer all questions**

**Bunch - 1**

1. Where is the dilwara Jain Temple Located?
2. The Konark Temple in Orissa is dedicated to?
3. What is meant by Bay Island?
4. Kuchipudi dance originated from

**Bunch - 2**

5. Which state has two Capitals?
6. The famous Kanha Wild life sanctuary is Located?
7. Which year the Nagorhole National Park established?
8. Where is the Napier Museum is Located?

**Bunch -3**

9. Write any one Museums in India
10. Name two Buddhist centers in India?
11. When was project tiger launched in India?
12. Which one of the following biosphere reserves has not been recognized on the world Network of Biosphere reserves by the UNCESCO?

**Bunch -4**

13. What is the unique feature of a tourism product?
14. Name any two places of North India?
15. Write any two sects of Buddhism?
16. Which is the first recognized tourist spot in Kerala?

**Section ♦B ♦ Answer any six questions**

1. What is sustainable tourism development?
2. What do you understand by the term products?
3. What is the difference between a National Park and a Sanctuary?
4. What is pilgrimage?
5. What is culture tourism?
6. Distinguish between Fairs & Festivals?
7. Write short notes on kite Festivals?
8. List out any three churches of Goa?
9. Write brief notes on waterfalls of India?

**Section ♦ C ♦ Answer any four questions**

1. Write a note on Desert tourism of India?
2. Give an account of different schools of Indian music and popular musical instruments?

3. Write short notes on Snake Boat races in Kerala.
4. Yoga is playing an important role in attracting foreigners to India. Comment on this statement?
5. Discuss the issues and consideration in tourism product design and development?
6. Describe the concept of characteristics of services?

**Section D Answer any two questions**

1. Describe the cultural heritage of Handicraft and Festivals in Kerala.
2. What is Adventure Tourism? What are the popular spots of Adventure tourism in India?
3. Give an account of popular religious centers of India?

**MODEL QUESTION PAPER**  
**Core 8 TOURISM PLANNING AND POLICY**

**Section A- Answer all questions**

**Bunch -1**

Mention the year

- 1) The first tourism policy of India
- 2) National action plan
- 3) NCT
- 4) First Kerala tourism policy

**Bunch -2**

Expand the following

- 5) ASI
- 6) NCT
- 7) NAP
- 8) ITDC

**Bunch -3**

- 9) Who was the chairman of NCT
- 10) The first five year plan started in which year?
- 11) In which year tourism got the status of an Industry ?
- 12) NAP is an outcome of which five year plan ?

**Bunch -4**

- 13) Minister for tourism in Central ministry ?
- 14) First planning commission chairman ?
- 15) The average duration of foreign tourist in Kerala ?
- 16) Give the name of any tourist train in India.

**Section B- answer any Six Questions**

- 17) Define planning
- 18) Define policy
- 19) What are the objectives of first tourism policy ?
- 20) What are the basic stages in planning
- 21) What is meant by local planning
- 22) Give a note on infra structure development in tourism
- 23) What are special tourism areas? In which 5 year plan it was introduced ?
- 24) What are the initiatives of Kerala tourism policy 1995 ?
- 25) What are the recommendations of NCT regarding hospitality Industry ?

**Section C Answer any four questions**

- 26) Discuss the role of government in planning.
- 27) What do you understand by national planning
- 28) What are the objectives of National action plan?
- 29) Give the reasons for the failure of first tourism policy
- 30) What type of socio cultural benefits can tourism bring ?

**Section -D- Answer any Two Questions**

- 31) What is meant by planning process? List the stages necessary for tourism planning of a country.
- 32) Write a blueprint on the 2002 policy objectives.
- 33) Expand in details about the NCT recommendations.

**MODEL QUESTION PAPER**  
**Core -9 -Tourism Law & Regulatory Framework**

**Section A - Answer all questions**

**Bunch -1**

Mention the year

- 1) Wild life protection Act
- 2) Consumer protection Act
- 3) Forest Act
- 4) Pollution Act

**Bunch -2**

Define the following

- 5) Consumer
- 6) Complaint
- 7) National park
- 8). pollution

**Bunch -3**

Give the days of the following

9. World consumer day
10. World environment day
11. World heritage day
12. National tourism day

**Bunch -4**

Answer the following

- 13 Minister of environment and forest in central ministry
- 14 How many national parks are there in Kerala
- 15 What is heritage
- 16 Define citizen

**Section B ♦ Answer any Six Questions**

- 17 What do you understand by physical protection?
- 18 What are the different types of pollution?
- 19 What are the functions of central water laboratory?
- 20 Mention two acts which are related to preservation of heritage.
- 21 What is forex?
- 22 Explain the registration of foreigners act?
- 23 Write briefly the regulation of holding foreign exchange
- 24 What are the ways and means of controlling pollution?
- 25 Write a note on water conservation act of 1974

**Section ♦C Answer any Four Questions**

- 26 The legal procedure for declaration of a wild life sanctuary?
- 27 Describe the importance of the ancient monument and Archaeological Sites and remains act in preservations of archaeological heritage?
- 28 What is a passport? What are the different types of passport?
- 29 Who can file a complaint under consumer protection act?
- 30 What is the aim of forest (conservation) act?

**Section ♦ D -Answer any Two Questions**

- 31 Explain the recent trends in liability for pollution. Discuss the legal measures and the steps for pollution control in backwater tourism of Kerala.
- 32 What are the basic right of a consumer a per consumer protection act. Describe in detail on the redressal machinery under CPA.
- 33 What are the measures of protection of National parks enlisted in Wild protection act of 1972?

**MODEL QUESTION PAPER****CORE ♦ 10 - CULTURAL HERITAGE OF INDIA****Section - A ♦ Answer all questions****Bunch - 1**

1. In which age the Harappan civilization belongs?
2. Who wrote Arthashastra?
3. Who was the Founder of Jainism?
4. Who was the Founder of Mauryan dynasty?

**Bunch - 2**

5. Decode ASI
6. Who visited India during the period of Harsha Vardhana?
7. Who was the Founder of Sikhism?
8. In which year Babur Founded Mughal dynasty in India?

**Bunch - 3**

9. Who was the founder of Sur dynasty?
10. Who built Taj Mahal?
11. In which year English East India Company established their factory at Surat?
12. Who was the founder of Din ♦ Ilahi?

**Bunch-4**

13. In which year Akbar started Mansabdari system?
14. Who wrote Indica?
15. In which period is considered as the golden age in Tamil literature?
16. Who was the Founder of Gupta Empire?

**Section ♦ B ♦ Answer any six questions**

1. What is culture?
2. What is heritage tourism?
3. What is civilization?
4. What are the main causes for the decline of Indus Valley civilization?
5. What is Bhakti movement?
6. What do you mean by Sufism?
7. What is Mansabdari system?
8. What is Gandhara Art?
9. Define Caste?

**Section ♦ C ♦ Answer any four questions**

1. Briefly explain the social life of Indus Valley people?
2. Write a short note about Gupta Empire?
3. Write a short note on Historical Monuments of India?
4. Give a brief note about the History of Taj Mahal?
5. Briefly explain the impacts of Muslim Invasion?
6. Write a short note on Judicial Administration of Mauryan Empire?

**Section ♦ D- Answer any two questions**

1. Briefly explain the administrative systems of Rajputs and their contributions?
2. Explain the Features of Indus Valley civilization?

3. Briefly explain the importance of cultural centers in promoting tourism?

**MODEL EXAMINATION**  
**CORE -11 - MICE TOURISM**

**Section A ♦ Answer all questions**

**Bunch -1**

- 1) The headquarters of WTO
- 2) State in India with longest coastline
- 3) Cradle of Buddhism
- 4) The headquarters of UNO

**Bunch -2**

- 5) What is meant by Bay Islands
- 6) Name the 1<sup>st</sup> Lady Space Tourist
- 7) ITDC was set up in
- 8) Where would find the railway museum

**Bunch -3**

- 9) Where was the recent KTM held
- 10) Khajuraho Dance Festival is held in which state
- 11) Which Govt. took initiative recently to introduce solar tourism
- 12) Recently what tourism product has the Kerala Govt. introduced?

**Bunch -4**

- 13) Name an event which attracted large number of tourism to India
- 14) Name a famous fair in India
- 15) Name a famous heritage hotel
- 16) Expand VISA

**Section B Answer any Six Questions**

- 1) Define Conference
- 2) Define Conventions
- 3) Difference between fairs and festivals
- 4) Elaborate on the necessity for project planning
- 5) What is MICE tourism
- 6) Mention the function of Convention Manager
- 7) What are the essence of Conference, Convention centers
- 8) Name a few Conference and Convention centers in India
- 9) Explain about the visitor bureaus?

**Section C Answer any Four Questions**

- 1) Explain the characteristic of a conference or convention centre
- 2) Briefly explain the geographical significance of conference and convention centers
- 3) Explain the role of Exhibition in promotion of tourism.
- 4) ITB and PATA
- 5) Explain the relevance of Trade fairs in promotion of tourism activity

**Section D Answer any Two Questions**

- 1) You are expected by your chief to organize the KTM at Kochi. You are the event manager. Detail out your project plan.
- 2) In Detail explain the package tour to any destination of your choice for 1 client who is on a business meeting.
- 3) Importance of Trade fairs and Exhibitions to the India economy and promotion of culture.

**MODEL EXAMINATION**  
**CORE - 12 -ECO ♦ TOURISM**

**Section - Answer all questions**

**Bunch -1**

1. Which year is considered as international Eco- tourism year?
2. Where Rio - Earth summit held?
3. Who published eco ♦ tourism principles and guidelines?
4. Number of Wildlife Sanctuaries in Kerala?

**Bunch -2**

5. Mention any successful eco ♦ tourism destination?
6. Name the First planned eco ♦ tourism destination in India?
7. Decode MAB?
8. Headquarters of WTO?

**Bunch -3**

9. In which year eco ♦ tourism policy was introduced?
10. Write any eco ♦ tourism Product?
11. Name the oldest teak plantation in the world?

12. In which district Munnar is situated?

**Bunch -4**

13. Which is the specialized forest ecosystem of tropical and subtropical region?

14. Which is the highest peak in south India?

15. Name one coral reef identified in the country?

16. Mention any one of the Mangrove area?

**Section ♦ B ♦ Answer any six Question**

1. Who is an eco ♦ tourist?
2. What is national committee on tourism?
3. What is meant by economic sustainability?
4. Write a short note on Eco ♦ lodge?
5. Define Eco ♦ tourism?
6. What is sustainable tourism?
7. Define carrying capacity?
8. What is EIA?
9. What is visitors management technique?

**Section ♦ C ♦ Answer any four Questions**

1. Explain the role of NGO ♦s in the promotion of eco ♦ tourism?
2. How nature tourism differ from eco ♦ tourism?
3. Write a short note on Eco ♦ tourism places in India?
4. Explain the impact of eco ♦ tourism on local community?
5. Briefly explain the tools of sustainable in tourism?
6. Explain the negative environmental impacts of eco ♦ tourism?

**Section D ♦ Answer any Two questions**

1. What are the types of tourism, we can promote in kerala, based on the concept of eco ♦ tourism?
2. Briefly explain the role of governmental and non ♦ governmental agencies in the promotion of eco ♦ tourism?
3. Discuss about the principles of sustainable tourism and what are the types of sustainability?

**MODEL QUESTION PAPER**

**CORE \_ 13 -GUIDING AND NEGOTIATING SKILLS FOR TOURISM**

**Section ♦ A - Answer all questions**

**Bunch - 1**

- 1 Name the volunteers guides who works at museum ?
- 2 Write any three sources of income of tour operators?
- 3 What is the colors of diplomatic Visa?
- 4 Name the countries includes in schengen VISA?

**Bunch - 2**

- 5 Name the most commonly using CRS?
- 6 Which are the main sections in a brochure?
- 7 Name different types of itineraries?
- 8 Who Authorizes A- Class tourist guide?

**Bunch - 3**

- 9 Name the plan which provide room only?
- 10 Expand RT and CT
- 11 What do you mean by the term itinerary?
- 12 Expand GIT

**Bunch - 4**

- 13 Expand VISA?
- 14 Name the international travel requirements?
- 15 Name the trust bond formal by initial impressions?
- 16 What do you mean by the term itinerary?

**Section ♦ B ♦ Answer any six questions**

1. Explain the skills required for guiding tourists in a wild life sanctuary?
2. Why we call a tourist guide as an un official- ambassador?
3. Mention the different principles as suppliers of a tour package?
4. What are the types of tour operations?
5. What is a brochure? What are the contents required for a city tour brochure with an example ?
6. Write a short notion the importance of personal grooming and standard of dress required for a guide?
7. Explain the various sources of income of a tourist guide?

8. What are the different sources of professional assistance required for an adventure tour?
9. Write a short note on different types of cruises and activities conducted aboard

**Section ♦ C ♦ Answer any four questions**

1. In the event of a theft, What are the measures to be taken by a guide?
2. What are the types of tour operations?
3. Design a tour itinerary, a brochure to market a one day heritage tour and guiding measures with suitable example?
4. Describe the qualities of a good tourist guide?
5. explain the knowledge required for a tourist guide while guiding a group in to a moment
6. Explain briefly the important phases in bound tour operations.

**Section ♦ D ♦ Answer any two questions**

1. Briefly explain the preparation and procedures for a group of 20 foreign students visiting the historical monuments of Kerala?
2. What are the various skills required for guiding the tourist to impart Knowledge?
3. Explain briefly with suitable examples the professional development and training required for a tourist guide.

**MODEL QUESTION PAPER**

**CORE ♦ 14 -TRAVEL AGENCY & TOUR OPERATION**

**Section ♦ A ♦ Answer all questions**

**Bunch - 1**

1. When did John Mason Cook come to India to establish his office in Mumbai?
2. What is the full form of DFA?
3. When did the first travel agency start?
4. Name any 2 CRS used in travel agency?

**Bunch - 2**

5. Which one is the part of a marketing mix in the parlance of tourism administration?
6. What do you mean by CHTR?
7. What is PSF?
8. Which is the Costliest class in International Flight?

**Bunch - 3**

9. What are the elements of variable costs in a package tour?
10. What are the different types of Financial Services for the tourist?
11. Name any two types of automation as applied to travel agency business?
12. What do you mean by Queue?

**Bunch - 4**

13. What are the ethical responsibilities of a tour manager?
14. Expand FAA?
15. What do you mean by TFOV?
16. Which insurance provides medical needs for the tourist?

**Section ♦ B- Answer any six questions**

1. What is meant by inclusive tour?
2. How inbound tour operator differ from outbound tour operator?
3. What do you mean by the term ticketing?
4. Write notes on CRS?
5. Define travel agency Mgt?
6. What do you mean by the term Tour order?
7. What is an Escorted Tour?
8. What is PTA?
9. How GITs differ from FITs?

**Section ♦ C Answer any four questions**

1. State the procedure for obtaining IATA approval for a travel agency?
2. What are the Duties & Responsibilities of a tourist guide?
3. Explain the different types of package tour?
4. Describe the procedure for costing a tour with a suitable example?
5. Describe the various types of travel agents?
6. Describe about travel agency reference manuals?

**Section ♦ D ♦ Answer any two questions**

1. Discuss in detail the future challenges of travel agency business
2. Define travel agency. Explain the functions of a travel agency.
3. What is the role of travel agencies in promoting tourism and its organizational set up?

**MODEL QUESTION PAPER****CORE- 15 -HOSPITALITY INDUSTRY AND PUBLIC RELATIONS****Section ♦ A ♦ Answer all questions****Bunch - 1**

1. What is the other name for hotel industry?
2. Identify the place where a traveler can receive food and shelter and should pay for it?
3. Which hotels are referred as commercial hotels?
4. Identify the hotel with room tariff and all the three meals?

**Bunch -2**

5. Abbreviation of EP?
6. Which Plan consists room tariff and all the three meals?
7. Which hotel situated on the surface of the water ?
8. Identify the mirror of a hotel ?

**Bunch -3**

9. What is house keeping department other wise known as?
10. Which bedding type is of 39 inches width and 75 inches length
11. A which abbreviation of FHRAI?
12. Which hotels is considered as the first class hotel?

**Bunch -4**

13. Which is the largest hotel chain in India?
14. Which is the parent company of centaur group?
15. From where the concept of motels originated?
16. Which is the media that is used for transmitting the message?

**Section B ♦ Answer any six questions**

1. Define Hotels?
2. What are tons
3. What are the various types of plan?
4. What is place hotel?
5. Define public relation?
6. What are tourist holiday villages?
7. What is a lobby?
8. What is Iran chaise?
9. Define Hospitality?

**Section C Answer any four questions**

1. Briefly explain Indian Accommodation types?
2. What are the qualities needed for a front office staff?
3. Briefly explain, the facilities that provided by the four star hotel?
4. What are the new trends in Accommodation?
5. How computers affect the hospitality industry?
6. Explain the functions of the front office department?

**Section D Answer any two questions**

1. Briefly explain the Hotel chains in India?
2. Define star systems? Explain the various star systems?
3. Define Hotel? Explain the classification of Hotels?

**MODEL QUESTION**

**Core 16 - Computerized office Management for Tourism  
Section A - Answer all questions**

**Bunch- 1**

1. What are the main components of CPU?
2. What is a programme?
3. Which is the first computer?
4. Who is the father of computer?

**Bunch-2**

5. Which is the short cut key is of save and copy?
6. Which function is used to add the numbers in a table?
7. What is the use of sort option?
8. What is cell?

**Bunch- 3**

9. What is clipboard?
10. Write different options of change case in word.
11. What is the extension of MS Excel?
12. What is a macro?

**Bunch- 4**

13. Which is the short cut key to display the print dialog box?
14. What is the slide master view?
15. Which option is used to view slides in different sizes?
16. which view displays all your slides in thumb nail form?

**Section B -Short Answer- Answer any Six questions**

17. What is a computer?
18. What is a floppy disk?
19. How to saving a document with password?
20. What are header and footer?
21. What is MS Excel?
22. What is formula? How to entering formula?
23. What is a power point?
24. How to create chart?
25. How to create a presentation?

**Section C -Shot Essay Answer any four questions**

26. Explain computer generations.
27. Explain Input-Output device?
28. Explain components of document window.
29. What is spread sheet? Explain spread sheet terms.
30. Explain Slides.
31. Explain Animation.

**Section D - Essay Answer any two questions**

32. Explain classification of computers.
33. Explain mail merge.
34. Explain slide transition.

### MODEL QUESTION PAPER

#### CORE ♦ 17 -TOURISM ENVIRONMENT & ECOLOGY

##### Section ♦ A ♦ Answer all questions

###### Bunch - 1

1. Who coined the word ecology?
2. Headquarters of IUCN?
3. Which organization started to prevent Marine Water pollution?
4. Decode UNESCO.

###### Bunch -2

5. Which year is considered as International Eco - Tourism Year?
6. Name any one of the eco ♦ tourism destinations in kerala?
7. In which year the term eco ♦ tourism was developed?
8. Name the classifications of environment that deals with the personality of a person?

###### Bunch -3

9. Who coined the term eco ♦ system?
10. In which branch of ecology is deal with the study of particular spices?
11. Who organized the Stockholm conferences?
12. Who introduced the concept of evolution of spices?

###### Bunch -4

13. From where the term carrying capacity was originated?
14. Expand the term SWOT?
15. In which state the Thar Desert Situate?
16. How many Bio ♦ sphere reserves in India?

##### Section ♦ B ♦ Answer any six questions

1. Define ecology?
2. What is Environment?
3. What is bio ♦ diversity?
4. What is meant by Bio ♦ sphere Reserve?
5. What is IUCN? Mention its functions?
6. What is Demonstration Effect?
7. What are the different kinds of pollution caused by tourism development?
8. Mention the different types of visitor?
9. What was the importance of Rio- Earth - Summit?

##### Section ♦ C ♦ Answer any four questions

1. Write a short note on the concept of Eco ♦ tourism and Eco ♦ tourist?
2. Explain the impacts of house boats in polluting the back waters of kerala?
3. Briefly explain the different methods of conserving the environment?
4. Explain the importance of Stockholm conferences?
5. Briefly explain the socio ♦ cultural conflicts experienced at tourist destinations?
6. Write a short note on Human activities that disturb environment?

##### Section ♦ D ♦ Answer any two questions

1. Briefly analyse the impact of tourism develop on the environment in kerala?
2. Explain the role of corporate Agencies in the protection of environment with suitable examples?
3. Discuss briefly the issues in environment management and the different steps to be taken for conservation?

### MODEL QUESTION PAPER CORE- 18 TOURISM MARKETING

#### SECTION- A ♦ ANSWER ALL QUESTIONS

##### Bunch -1

- 1 Expand CRM
- 2 State the only revenue producing marketing mix element
- 3 Which in the stage in PLC that causes sale growth slows.
- 4 Write the element in promotion m

##### Bunch-2

- 5 Which market segmentation is the basis of in come?
- 6 In which concept the characteristic of tourism marketing
- 7 State any one characteristic of tourism marketing
- 8 What is need?

**Bunch-3**

- 9 What is product?
- 10 State the elements in marketing mix?
- 11 Which is the paid form of non personal presentation in promotion mix
- 12 What do you mean by price stemming strategy?

**Bunch-4**

- 13 What constitute a market?
- 14 Which concept consider the consumer need and society's well being.
- 15 What is distribution channel?
- 16 What is promotion ?

**Section B -Answer any 6 questions**

1. Define marketing management.
2. Explain selling concept.
3. Explain product mix
4. Explain the marketing penetration strategy.
5. Explain product concept.
6. Explain advertising.
7. What is geographic segmentation
8. What is CRM.
9. Explain societal marketing concept.

**Section C - Answer any 4 questions**

1. Explain the philosophers g marketing.
2. What are the characteristic g tourism marketing.
3. Explain the p's in marketing.
4. Explain product life cycle.
5. What are distribution strategies
6. Explain any 5 pricing methods.

**Section D - Answer any 2 questions**

1. Explain the process of new product development.
2. Explain market segmentation.
3. Explain market research process.

**MODEL QUESTION PAPER****CORE- 19 -HRM****Section A ♦ Answer all questions****Bunch- 1**

1. What is the name of the science which deals with problems of acquisition, development and maintenance of an efficient and dedicated workforce?
2. What is the only resource which is able to produce an output generator than its inputs?
3. What is the name of the written statement that disunites the main features of the jobs as well as the qualifications which the job incumbent must possess?
4. What is the name of the development which maintains the record of the facts regarding job and job holders?

**Bunch - 2**

5. What is the other name for VRS?
6. What you call the process of logically choosing individuals who possess the measuring skills, abilities and personality to successfully fill specific jobs in the organizations?
7. What showed be the basic and fundamental principle of selection?
8. What is the name of the interview which puts the candidate in an embarrassing and frustrating situation?

**Bunch 3**

9. These test are used for measuring basic human characteristic or abilities relating to the capacity to develop proficiency on specific jobs what is the name of leis test?
10. What is the last step in the procurement function of the human resource department?
11. What should be the principle of placement?
12. Who developed the method of ♦Brainstorming♦?

**Bunch- 4**

13. What is the most important factor in maintaining and developing good employer ♦employee relations?

14. Name the process of collecting all facts relating to the nature of a specific job through scientific observation and study?
15. What you call the process of systematic evolution by the supervisor of an individual worker's performance?
16. Who fixes or which authority fixes minimum wages in a country ?

**Section B- Answer any six questions**

1. What are the source of recruitment ?
2. What are the objectives of employee training.
3. Examine the needs of induction?
4. Define job enrichment.
5. Define personal appraisal
6. Distinguish between recruitment and selection.
7. What is HR planning ?
8. What is campus recruitment .
9. What is a polygraph test?

**Section C- Answer any three questions**

1. Discuss the important of performance appraisal in HRM.
2. Define job description explain its features.
3. What are the major external source of recruitment ?
4. What do you understand by placement? Describe its significance?
5. Define selection Examine the process of selection.
6. What are the components of an employee induction programme?

**Section D**

1. What are the advantages and disadvantages of recruiting through.
  - a. Internet recruiting .
  - b. Campus recruitment.
2. Discuss in detail the process of performance appraisal.
3. What do you mean by training Distinguish between training development and education.

**MODEL QUESTION PAPER**

**CORE -20 - PROGRAMMING IN VISUAL BASIC AND COMPUTERIZED ACCOUNTING FOR TOURISM**

**Section A -Answer all questions**

**Bunch - 1**

1. Write the syntax of the Dim statement.
2. Which operators are used in compound condition?
3. What is the maximum value that can be stored in a integer variable?
4. Which control can accept text input?

**Bunch - 2**

5. What is the use of timer control?

6. Full form of IDE.
7. Define variable.
8. Define array.

### Bunch 3

9. Which is the shortcut key for properties window?
10. What is the extension for VB project?
11. Which is the most important property of any control?
12. What is event?

### Bunch- 4

13. What is project?
14. Give two examples of VB controls.
15. What do you mean by implicit declaration?
16. An example of windows based Accounting package.

### Section B -Short Answer- Answer any Six questions

17. What is visual basic?
18. What is menu bar?
19. How to open Visual Basic?
20. List out the properties of command button.
21. List the mouse events.
22. Write the Visual Basic statement to print ◆Hello◆ on the textbox.
23. Difference between checkbox and option button
24. How to create a new company in tally?
25. What are the key events in VB?

### Section C -Shot Essay ◆ Any four questions

26. Explain procedure
27. Explain data types
28. Explain types of arrays in VB
29. Write a program to find sum of two numbers?
30. Explain the features of Tally
31. Write a short note on accounts payable

### Section D - Essay ◆ Any two questions

32. What are the components of VB IDE?
33. Explain Decision Statements with example.
34. Explain the important pre-defined voucher types in the accounting software Tally.

## MODEL QUESTION PAPER

### CORE-21 ◆ PRINCIPLES OF INTERNATIONAL BUSINESS FOR TOURISM

#### Section A ◆ Answer all questions

#### Bunch-1

- . In which year FEMA came in to force.
- . Who propounded the PPP theory?
- . In which year the EXIM Bank was set up?
- . What is the name of the two institutions known as ◆Brettonwood Twins◆?

#### Bunch - 2

- . What is the other name for IBRD?
- . What you call one's ability to produce cash to settle transactions?
- . What is the full form of the ECAFE established under the auspices of U.N.
- . What is the other name for SDRS.

#### Bunch- 3

- . In which year did India introduced Exchange control for the first time .
- 0. In which year did India developed its currency for the first time?
- 1. A new method introduced in 1974 for valuing SDRS. The result was the introduction of a new concept. What is it?
- 2. In which year the Nationalization of 14 major Banks took place in India.

#### Bunch -4

3. What is the full form of BOP.
4. In which year India introduced Dual Exchange Rate system.
5. What you call when exchange control authority enters the foreign exchange market to buy or sell currencies?
6. Which system replaced Dual Exchange Rate system in India?

### Section B- Answer any six questions.

Define Foreign exchange market .

What is multiple exchange rate?

What is SDRS?

What you mean by ◆Snake in the Tunnel◆

Write any two functions of IMF.

Define flexible exchange rates?

What is ♦Basket of currencies♦

Any two provisions of FEMA.

**Section C ♦ Answer any four questions**

1. Examine the functions of IBRD.
2. Distinguish between Balance of Trade and Balance of payments.
3. What are the main objectives and failures of IMF.
4. Exchange the main provisions of FEMA.
5. How exchange rate is determined under PPP theory?
6. Explain the reasons for the fluctuations in exchange rates.

**Section D ♦ Answer any two questions**

1. What is exchange control ? Briefly explain the different methods of exchange control?
2. What is meant by rate of exchange ? Explain the causes for the fluctuations in exchange rates?
3. Explain the fluctuations of FBRD.

**MODEL QUESTION**

**Core 22 - WEB DESIGNING AND ON-LINE BUSINESS FOR TOURISM**

**Section A -Answer all questions**

**Bunch -1**

1. What is internet?
2. Full form of ARPA Net.
3. Which protocol is used to transfer files between computer?
4. A set of rules that governs the way computers store information?

**Bunch -2**

5. What is website?
6. What is homepage?
7. What is GUI?
8. What is hyperlinks?

**Bunch - 3**

9. Define software.
10. Full form of ISO/OSI.
11. What is booting?
12. What is container element?

**Bunch -4**

13. Which are the commonly used web browsers?
14. Which are the heading tags in HTML?
15. What is the use of marquee?
16. Which are the two types of internet access?

**Section B -Short Answer- Answer any Six questions**

17. Write short note on windows 2000
18. Define WWW.
19. What is magnetic media?
20. Define HTML
21. What is computer network?
22. What are the uses of network?
23. Define FTP.
24. Explain the definition tag.
25. Give HTML code to display ♦welcome to HTML♦

**Section C -Shot Essay ♦ Any four questions**

26. Explain types of E-Mail.
27. Explain Internet explorer.
28. Explain types of network.
29. Write syntax of HMTL.
30. Explain tables.
31. Explain list.

**Section D - Essay ♦ Any two questions**

32. Explain HTML Tags.
33. Explain Network topologies.
34. Write a program to display time table using < table> tag.

**MODEL QUESTION PAPER**  
**Core- 23 -HISTORICAL BACKGROUND OF THE TOURIST CENTERS IN SOUTH INDIA**

**Section A -Answer all the 16 questions in a word**

**Bunch-1**

1. Name the oldest known civilization that existed in the Indian sub continent.
2. Which is the most famous festival of Karnataka?
3. What is the traditional south Indian Temple architecture called?
4. What is the sanctum- sanctorum of the temple called in Malayalam?

**Bunch-2**

5. Name the dynasty that the ruled Andhra Pradesh during the early decades of the Christian Era
6. Where is the Charminar situated?
7. Who is the lord of Tirupati?
8. What is Amaravathy famous for?

**Bunch-3**

9. Who built the Belur temple?
10. Which temple in Karnataka is associated with Sankaracharya?
11. Which is the highest waterfall in south India?
12. Name the IT hub of south India?

**Bunch-4**

13. Who authored the Tirukkural?
14. Name the temple city of south India?
15. Where is the Oldest Muslim Mosque in India situated?
16. Who built the padmanabhapuram Palace?

**Section B -Short answers Answer any six questions**

17. Define culture.
18. What do you mean by unity in diversity?
19. What is the Vimana of temple?
20. What was the stand of the Nizam on the eve of Indian Independence?
21. What is the historic significance of Masulipatam?
22. What is the Tipu Sultan position in India's struggle against colonial subjugation ?
23. Describe the Bakkal fort?
24. Why is Arikumedn significant in history?
25. What are the important tourist attractions in Mattancherry?

**Section C -Short essays Answer any four questions.**

26. Give a brief description of the bio- diversity of Tekkady?
27. How significant is Edakkal in the history of pre-historic Kerala?
28. Explain the Indo- Roman trade relations during the age of Tinasongs.
29. Briefly outline the history of Mysore?
30. Give an account of Kathakali and its significance in Kerala's cultural tradition.

**Section D Essays -Answer any 2 questions**

31. Explain the main architectural feature of the south Indian temple and their historical evolution with special focus on the temples of Tamil Nadu.
32. Give an account of the geographical and architectural achievements of Vijayanagara (Hampi)
33. Examine the influence of geographical factors on the history of south India?

**MODEL QUESTION PAPER**

**OPEN COURSE 1 -ADVANCED FINANCIAL ACCOUNTING**

**Section A- Answer all questions**

**Bunch - 1**

1. Which ledger does contain the accounts of all the creditors for goods purchased?
2. What is the another name of another ledger?
3. Name the amount paid by members annually to keep his membership alive with reference to non profit organization?
4. What is the excess of minimum rent over royalty payable for the year?

**Bunch - 2**

5. Which is the statement of assets, liabilities and capital prepared from incomplete records?

6. Name the account in which irrecoverable short working is transferred?
7. What is the another name of minimum rent?
8. Name the lump sum amount paid by lessee to the lesser in addition to royalty?

**Bunch ♦ 3**

9. What is the periodical payment based output or sales for the use of certain assets or rights to its owner?
10. Which system does ignore the dual aspects of each transaction?
11. Name the person who purchases goods on hire purchase system
12. Which ledger is often used to open debtors ledger adjustment amount?

**Bunch - 4**

13. Name the system in which possession as well as ownership passes from the seller to the buyer immediately on entering the agreement?
14. Name the total value of cash price and interest?
15. Give the journal entry for the interest due at the end of the year with reference to hire purchase system
16. If the rate of gross profit on cost is 25%, then what will be the rate of gross profit on sales?

**Section ♦ B -Answer any six questions**

17. Explain the procedure of preparing creditors ledger account in general ledger
18. M/s India motors Ltd sells Scooters on the hire purchase system. The terms of payment for the sale of scooters are Rs.1000 on delivery, Rs. 1040 at the end of the first year, Rs.960 at end of second year and Rs.880 at the end of third year, inclusive of interest. Calculate the amount of interest included in the each installment
19. What is meant by Contra balances?
20. What is self balancing system?
21. Differentiate rent and royalty
22. Write a short note on statement of affairs.
23. Explain the methods and techniques of the preparation of income and expenditure account of non profit organization
24. Give the entries to be made in the books of seller when goods are sold under installment purchase system.
25. What is the purpose of fixing minimum rent in royalty accounts?

**Section ♦ C ♦ Answer any four questions**

26. Bihar coal Ltd leased a colliery from Himalaya coal Ltd 1<sup>st</sup> January 1999 at a minimum rent of Rs. 15,000 merging in to a royalty of Re. 1 per ton with a stipulation to recoup short workings over the first three years of the lease. The out put for the first four of the lease was 8000, 13,000, 21,000 and 18,000 tons respectively in the books of Bihar. coal Ltd
- 27) In the general ledger of Dinesh Company Ltd, prepare sales ledger Adjustment a/c from the following particulars.

1 <sup>st</sup> January 2002	Balance of sundry debtors 80,000
31 <sup>st</sup> Dec 2002	Credit purchases 45,000
	Credit sales 1, 96, 000
	Received cash from debtors 1, 56,000
	Allowed discount 4000
	Return Inwards 17,500
	Received bills receivable 30,000
	Returned Outwards 6000
	Rebate allowed to debtors 5500
	Bad debts 9000
	Bills receivable dishonored 7500

28. Ram purchases a machine on hire purchase system. He pays Rs.10, 000 down and Rs.8000, Rs.7000, and Rs.6000 at the end of 2<sup>nd</sup> year, 4<sup>th</sup> year and 6<sup>th</sup> year respectively. Interest is charge by the vendor @ 10% p.a at 2 yearly rest on the unpaid balance. Calculate cash price of the machine.
29. How do you treat the following at the time of presentation of non profit organization?  
( I ) Donations ( II ) Legacy ( III ) Life membership fees ( IV ) admission Fees  
( V ) Sectional subscriptions.
30. What is hire purchase trading account? When it is prepared?

**Section ♦ D ♦ Answer any two questions**

- 31) What do you understand by ♦Self ♦ Balancing System of ledger♦? How are the ledgers

made self balancing? State the advantages of this system?

32) Shri Sikand, a small producer of machine parts, has supplied the following details of his business transactions:

Cash and Discounts credited to debtors	64,200
Discount received	200
Expenses paid in cash	3400
Bad Debts	500
Cash withdrawals from bank	4500
Expenses paid by cheques	3500
Cash collections from debtors	20300
Cash deposit in bank	15500
Cash drawings	1500
Cheques collected from debtors	43200
Drawings by cheques	4200
Cash in hand on 30/09/2002	2200
Discount allowed	700
Cheques paid to creditors	53400
Total sales	69100
Cash purchases	2100
Cash paid to creditors	6300

Particulars	01/01/2001	30/09/2002
Debtors	?	15000
Cash and bank balance	13900	5300
Stock	8700	10500
Plant	5600	4600
Furniture	2200	2200
Creditors	6000	9400
Liabilities for expenses	500	800

You are required to prepare Trading and profit and loss account for the year ending 30/09/2002 and a Balance Sheet as at that date for Shri Sikand.

33) X purchased a car from Y costing Rs. 1,50,000 on hire purchase system. Payment was to be made Rs. 30,000 down and remainder in 3 equal annual installments together with interest at 5% p.a. X provides depreciation at 20% p.a. on diminishing balance basis. X paid the first installment at the end of first year but could not pay the next. Y took possession of the car. He spends Rs. 5800 on the car and sold it for Rs. 80,000

Show necessary ledger accounts in the books of both the parties.

### MODEL QUESTION PAPER

#### Open course -2- PUBLIC RELATIONS AND TOURISM JOURNALISM

Section ♦ A ♦ Answer all questions  
Bunch - 1

- 1 Expand RNI
- 2 Expand CADD
- 3 Name the 1st Newspaper in Malayalam
- 4 Emergency declared in India in the year

**Bunch - 2**

- 5 Father of Indian Modern Journalism
- 6 Author of god of Small things.
- 7 Right to information act was passed in the year
- 8 The word journalism was divided from

**Bunch 3**

- 9 Formerly Deepika was known as
- 10 Death news are known as
- 11 Konark temple is located in Orissa and dedicated to
- 12 Which is the largest state in India?

**Bunch - 4**

- 13 1st Indian Railway was opened in
- 14 Where would you find the railway museum
- 15 Total no.of Zons in Indian Railway
- 16 Name the central minister of information and Broad casting

**Section - B - Answer any six questions**

1. What do you mean by tourism Journalism
2. Define the term Journalism
3. What do you mean by mouse journal
4. What do you mean by house journal
5. Explain the role of Journalism is Tourism Activity
6. Distinguish between public opinion and publicity
7. What mean by grapevine communication

**Section C ♦ Answer any four questions**

1. What are qualities required for a reporter
2. Discuss the opinion of public towards PR
3. Explain the importance of communication
4. Relate the relevance of community development with PR?
5. What do you mean by Man communication
6. Write the elaterid about trends in Tourism

**Section ♦ D ♦ Answer any two questions**

1. Write in detail about *sancharam*.
2. How will you handle a press conference?
3. *News is both a product and a view*. Discuss

**MODEL QUESTION PAPER**

**OPEN COURSE -3 FRONT OFFICE MANAGEMENT**

Section - A Answer all questions

Bunch -1

- 1) What type of accommodation is circuit house ♦
- 2) A guest♦s request to the hotel to void a reservation previously made
- 3) Name a hotel chain
- 4) Name a restaurant chain

Bunch -2

- 5) Rooms that along the corridor but do not connect through private doors; of connecting rooms ♦
- 6) Name of C.E.O. of Hilton group
- 7) A meal served after breakfast but before lunch and taking the place of both.
- 8) A room on the beach or by pool separate from the main house and sometimes furnished as a sleeping room ♦

Bunch -3

9) Expand FHRAI

10) AP

11) MAP

12) A reservation that fails to arrive

Bunch -4

- 13) Accommodation, usually suites, located on the top floor of a hotel ♦
- 14) Technical name for which 100 per cent occupancy all guest room sold.
- 15) A broad term that includes the physical front desk as well as the duties and functions involved in the sales and services of guest room.

16) BP

**Section- B- Answer any six Questions**

- 1) List out the reason why the food law came into existence.
- 2) Define Reservation
- 3) Define foreign currency
- 4) What do you mean by Credit Cards
- 5) Who is Night Auditors
- 6) List out any 10 different front office terms
- 7) What are the two major functions of an Assistant front office Manager.
- 8) What are the basis of charging room rates.
- 9) Write down few responsibilities of GM

**Section C- Answer any Four Questions**

- 1) Draw a specimen of guest registration card. Why do you register the details of a guest.
- 2) Explain the various mode of payment in settling hotel bills
- 3) Write note on various food plans
- 4) Write down function of Catering Mgt
- 5) Write down in detail about guest room mgt

**Section D - Answer any Two Questions**

- 1) ♦ Communication is playing a vital role in Front office ♦ ♦ Discuss
- 2) Elaborate on Guest Cycle
- 3) What are the duties of GM

**MODEL QUESTION PAPER**

**OPEN COURSE - 4 TOURISM PLANNING & DEVELOPMENT**

**Section A Answer all Questions**

**Bunch -1**

- 1) Expand TFCI
- 2) ITDC
- 3) DTPC
- 4) IHA

**Bunch -2**

- 5) OECD
- 6) PATA
- 7) Father of Travel Agency Industry
- 8) UNCTAD

**Bunch -3**

- 9) TFCI
- 10) WTM
- 11) WTO
- 12) UNEP

**Bunch -4**

- 13) IATA
- 14) GOI
- 15) DOT
- 16) CIEST

**Section B Answer any six Questions**

- 17) Boosterism
- 18) Chittirai Full Moon Festival, Madurai
- 19) Mamallapuram Dance Festival
- 20) Define Branding
- 21) Heritage sites
- 22) Asian Development Bank
- 23) Tea and Tourism Festival
- 24) Khajuraho Festival
- 25) Agenda 21

**Section C Answer any Four Questions**

- 26) Assess the role of WTO.
- 27) The role of Public sector in Tourism Planning.
- 28) Highlight the potentials for private sector participation in Tourism Planning.
- 29) What do you know about Destination Planning
- 30) Examine the investment opportunities in Tourism Project

**Section D Answer any Two Questions**

- 31) Write a note on the Tourism Policy in Kerala

32) Trace the Tourism Policy of India since 1992

33) Evolving an integrated sustainable tourism planning frame work is the need of the hour ♦ Comment