

(6 pages)

Reg. No. : .....

**Code No. : 5613**

**Sub. Code : HTMM 33**

MASTER OF TOURISM MANAGEMENT (CBCS)  
DEGREE EXAMINATION, NOVEMBER 2016.

Third Semester

GUIDING SKILL AND PERSONALITY  
DEVELOPMENT

(For those who joined in July 2012-2015)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. The term used to travel within a country is called  
(a) local ticket (b) domestic ticket  
(c) normal ticket (d) ticket
2. Local guides are called as  
(a) touts (b) toots  
(c) trout (d) none of the three

3. When a person accompanies a organised tour group till the end it is  
(a) organised tour  
(b) escorted tour  
(c) accompanied tour  
(d) all the three
4. Yatri Niwas is a lodging house of  
(a) private sector (b) public sector  
(c) IRCTC (d) ITDC
5. Visiting more than one country is a  
(a) Single tour (b) Area tour  
(c) Two city tour (d) Package tour
6. Tour that deals with adventure activities is called as  
(a) Sports tour (b) Special interest  
(c) Cultural tours (d) Adventure tour

Page 2

**Code No. : 5613**





7. Charter tour is tour with
- International aircraft
  - Private aircraft
  - Charter flight
  - None of the three
8. Incentive tour is offered by
- Companies
  - Hotels
  - Travel agents
  - Tour operators
9. Charters tours is \_\_\_\_\_ volume travel
- Large
  - Small
  - Medium
  - Infinite
10. Which of the following is a barrier to communication?
- Words
  - Listening skill
  - Emotion
  - All the three

Page 3      Code No. : 5613

**PART B — (5 × 5 = 25 marks)**

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) Mention different kinds of tour operators.
- Or
- (b) Write short note on incentive tour.
12. (a) Which aspects will need special attention in package tour.
- Or
- (b) Write a short note on travel agency.
13. (a) Mention any five qualities for a person to work in a travel agency.
- Or
- (b) Explain special services offered by guides.
14. (a) List out various aspects while working a tour programme.
- Or
- (b) Write short notes on Guides.

Page 4      Code No. : 5613  
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15. (a) Write the attributes of an escort.

Or

- (b) What is the expectation of a tourists from the guide?

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 600 words.

16. (a) Explain the stages in personality development.

Or

- (b) History of a place influence visitors — Explain.

17. (a) Explain the term “special interest tourism”.

Or

- (b) Explain the role of ‘relationship in personality’ development.

18. (a) Elucidate the importance of Mountains as an important tourism products.

Or

- (b) Sketch the motivators for consumptions of Tourism products.

Page 5

Code No. : 5613

19. (a) Explain sports Tourism.

Or

- (b) Give a brief account of Wild life sanctuaries of Tamil Nadu.

20. (a) Tourism is an Invisible Industry – Explain with examples.

Or

- (b) Elucidate the importance of Luxury Tourist coaches in Tourism.

Page 6

Code No. : 5613

