

(6 pages)

Reg. No. : .....

Code No. : 22904 E Sub. Code : SMHI 13

B.A. (CBCS) DEGREE EXAMINATION,  
NOVEMBER 2018.

First Semester

History — Main

PRINCIPLES OF TOURISM

(For those who joined in July 2017 onwards)

Time : Three hours

Maximum : 75 marks

SECTION A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. The price of Pilgrimage during medieval period is \_\_\_\_\_.  
(a) Hieun Tsang (b) Fahian  
(c) Marco Polo (d) Itsing
2. The world Tourism day is celebrated in \_\_\_\_\_.  
(a) September 27 (b) January 26  
(c) August 14 (d) November 15

3. Temporary travellers staying less than 24 hours and visited the country is known as \_\_\_\_\_.  
(a) Recreationist  
(b) Excursionist  
(c) Vacationers  
(d) Transit tourist
4. Spass tourism associated with \_\_\_\_\_.  
(a) Social Travel  
(b) Pleasure Travel  
(c) Pilgrim Travel  
(d) Hydro Medic
5. Name the foreign traveller who wrote "Siuiki" \_\_\_\_\_.  
(a) Marco polo (b) Hieun Tsang  
(c) Fahian (d) Itsing
6. Mention the England king who announced paid holiday initially \_\_\_\_\_.  
(a) James II (b) Queen Elizabeth  
(c) Edward VI (d) James X

Page 2 Code No. : 22904 E



7. Indrail pass was given to \_\_\_\_\_.  
 (a) Travel agency (b) Tourist  
 (c) Tourist Guide (d) Pilgrims
8. Flying Train runs in \_\_\_\_\_ state of Tamilnadu.  
 (a) Kanchipuram (b) Chennai  
 (c) Tirchi (d) Salem
9. The period of Tourist VISA is \_\_\_\_\_.  
 (a) One month (b) Two month  
 (c) Three month (d) Six month
10. Travel tax is collected in \_\_\_\_\_ airports.  
 (a) Domestic (b) International  
 (c) Private (d) Government

SECTION B — (5 × 5 = 25 marks)

Answer ALL questions choosing either (a) or (b).  
 Answer should not exceed 250 words.

11. (a) How tourism serves as a medium of earning foreign exchange?  
 Or  
 (b) Define the term tourism.

Page 3 Code No. : 22904 E

12. (a) Give a brief account on Holiday tourism.  
 Or  
 (b) What is cultural tourism? Explain.
13. (a) Explain about Christianity and Romans Distant travels.  
 Or  
 (b) How sea resorts help in promoting tourism?
14. (a) Discuss the rapid growth of Road Transport.  
 Or  
 (b) Assess –Air Travel services make tourism simple.
15. (a) State the method of applying passport.  
 Or  
 (b) What is the role of Government in simplifying currency clearance in Tourism?

Page 4 Code No. : 22904 E

[P.T.O.]



SECTION C — (5 × 8 = 40 marks)

Answer ALL questions choosing either (a) or (b).  
Answer should not exceed 600 words.

16. (a) What is the role of Advertisement in promoting tourism?

Or

- (b) Estimate the importance of tourism marketing

17. (a) Is our region gets promoted by domestic tourism? Analyse.

Or

- (b) Identify Bharatanattiyam as a heritage resource of Tamilagam.

18. (a) How did the recommendation Sergeant committee helped the Indian Tourism?

Or

- (b) Point out the role of Greeks for the promotion of Tourism.

19. (a) Review the origin and development of Train Transport in India.

Or

- (b) Examine the functions of Tourism officers in India.

Page 5 Code No. : 22904 E

20. (a) Write an essay on National action plan of Tourism.

Or

- (b) Analyse the role of India in getting foreign exchange.
- 

Page 6 Code No. : 22904 E

