19. (a) Explain the ways for developing a powerful sales personality.

Or

(b) Describe the importance of communication in tourism industry.

20. (a) Dress Forms A Great Part of Your Personality – Discuss.

Or

(b) Explain the various aspects of physical fitness.

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Reg. No. : .....

Code No. : 6283 **Sub. Code : C 34 MT**

MASTER OF TOURISM MANAGEMENT (CBCS) DEGREE EXAMINATION, NOVEMBER 2010.

Third Semester

GUIDING SKILL AND PERSONALITY DEVELOPMENT

(For those who joined in July 2009 onwards)

Time : Three hours Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL the questions.

1. What are the concepts of guide?

2. Who is interpreter?

3. What are components of itinerary?

4. What is personal grooming?

5. Define natural sites.

6. What are the types of tour?

7. What is the difference between safety and security?

8. What is grooming?

9. Define attitude.

10. What is empathy?

PART B — (5 × 5 = 25 marks)

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

11. (a) Explain the objectives of guiding service.

Or

(b) Write short note on GPS Tour.

12. (a) Write short note on all inclusive itinerary.

Or

(b) Bring out the characteristics of natural sites.

13. (a) Distinguish between inclusive tour and exclusive tour.

Or

(b) Give a note on travel insurance.

14. (a) Write short note on personality development.

Or

(b) Explain the stage adolescence.

15. (a) Explain the importance of good grooming.

Or

(b) How Personality Traits Affect Fitness Goals?

PART C — (5 × 8 = 40 marks)

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

16. (a) What are the duties and responsibilities of a tour guide?

Or

(b) Explain different kinds of guide.

17. (a) How do you calculate cost of tour? Explain.

Or

(b) Discuss the role of public and private agency in a tourism destination.

18. (a) Explain the significance of inbound and outbound tour.

Or

(b) How do you coordinate a tour with senior citizens?