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Register Number:

Name of the Candidate:

B.B.A. DEGREE EXAMINATION, May 2015
(AVIATION, TOURISM AND HOSPITALITY MANAGEMENT)
(SECOND YEAR)
(PART - III)

250: INTERNATIONAL TOURISM AND TRAVEL MANAGEMENT

Time: Three hours

Maximum: 100 marks

SECTION - A
Answer ALL questions

(10 × 2 = 20)

1. **Define the following :**

- a) Global warming
- b) PNR Number
- c) Harbour
- d) International credit card
- e) Peak season
- f) Ethical tourism
- g) GMT
- h) Circle trip
- i) Open Jaw
- j) Space tour

SECTION - B
Answer any FOUR questions

(4 × 10 = 40)

- 2. Bring out the salient features of top ten tourist destinations in Europe?
- 3. Explain the relevant rules for infant travel globally.
- 4. What are the characteristics of tourism product?

5. Highlight the salient features of wild life sanctuaries in India which attracts international tourists.
6. Discuss the factors that have to be considered in international air ticketing and reservation.
7. Write an essay on ecotourism.

SECTION - C
Answer any TWO questions

(2 × 20 = 40)

8. “Kerala, God’s own land” – write an essay on this theme.
9. Write a report on Tourism in U.K.
10. India, an emerging destination for medical tourism – Take a stand and justify your stand with appropriate examples.
11. Write an essay on natural tourism products.

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