

FIRST SEMESTER (CBCSS—UG) DEGREE EXAMINATION, NOVEMBER 2021

Travel and Tourism Management (BTTM)

TTM 1C 01—BUSINESS STATISTICS AND INFORMATION TECHNOLOGY—I

(2020 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

Section A (Short Answer Type)*Each question carries 2 marks.*

1. What is a G.P. ? Give one example.
2. What is a Venn Diagram ? Draw a diagram.
3. What are row and column matrices ? Give one example for each.
4. If $A = \{1, 2, 3, 4, 5\}$, $B = \{3, 4, 5, 6, 7\}$, and $C = \{6, 7, 8, 9, 10\}$, find $A \cap (B \cup C)$.
5. Write a pair of simultaneous equations.
6. If $A = \begin{bmatrix} 2 & 3 \\ 1 & 2 \end{bmatrix}$ and $B = \begin{bmatrix} -1 & 2 \\ 1 & -2 \end{bmatrix}$, find $3A - 2B$.
7. Find two numbers whose sum is 30 and the difference is 4.
8. Find the n th term of AP: 1, 2, 3, 4, 5... a_n , if the number of terms are 15.
9. In how many years a sum of money will double itself at 10% p.a., simple interest.
10. What is a blockchain ?
11. What is royalty ?
12. What is a macro ?
13. Explain the difference between merge cell and wrap text in MS Excel.
14. Explain the use of slide sorter in MS PowerPoint.
15. Explain how templates are useful.

(Ceiling - 25 marks)

Turn over

Section B (Paragraph/Problem Type)

Each question carries 5 marks, not to exceed 100 words each.

16. Solve $(x + 1)(x + 2) - 3 = 0$.
17. Represent the following using Venn diagram : (a) a set A ; (b) Union of sets A and B ; and (c) Intersection of sets A and B ; (d) Difference of sets A and B ; and (e) Complement of a set A.
18. If the matrix $A = \begin{bmatrix} 1 & 2 & 2 \\ 2 & 1 & 2 \\ 2 & 2 & 1 \end{bmatrix}$, show that $A^2 - 4A - 5I = 0$.
19. Find the following for geometric progressions :
- What is the next term in the sequence : 240, 120, 60, 30, ...
 - Find the 9th term in the sequence : 2, 6, 18, 54, ...
20. Write a note on crypto currencies.
21. Write about different types of Operating Systems.
22. Explain the features of Mail merge.
23. Why intellectual property rights are important ?

(Ceiling - 35 marks)

Section C

Answer any **two** questions, each carries 10 marks.

(Essay type, not to exceed 500 words each)

24. Solve the following set of equations using matrix method :
- $$2x - 3y = 3$$
- $$4x - y = 11.$$
25. A businessman borrows Rs. 10,00,000 at the rate 8% capitalized quarterly. What amount he must pay back two years later ?
26. Discuss different aspects of cyber security.
27. What are different types of financial functions in Excel ? Explain how functions can be used in a spreadsheet.

(2 × 10 = 20 marks)

**FIRST SEMESTER (CBCSS—UG) DEGREE EXAMINATION
NOVEMBER 2021**

Travel and Tourism Management (BTTM)

TTM 1B 01—PRINCIPLES AND PRACTICES OF TOURISM

(2020 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

Part A

*Answer any number of questions in about 50 words.
Each question carries 2 marks. Ceiling of marks is 25.*

1. What do you mean by 'Grand Tour' ?
2. What is latent demand ?
3. What is DMO ?
4. Write briefly about ASI.
5. Who is a tourist ?
6. What is 'double counting' in tourism measurement ?
7. Which are the determinants of tourism demand ?
8. What do you mean by tourism satellite account ?
9. Write a short note on DGCA.
10. Write briefly about new trends in accommodation.
11. What do you mean by multiplier effect in tourism ?
12. Differentiate between wanderlust and sun lust.
13. Write a note on UNWTO.
14. What is NTO ?
15. What is tatkal passport ?

(Ceiling 25 marks)

Turn over

Part B

Answer any number of questions in about 150 words.

Each question carries 5 marks. Ceiling of marks for is 35.

16. Which are the different types of tourist statistics ?
17. Write about tourism organizations in India.
18. Give an account of tourism types.
19. What is the role of government in tourism development ?
20. Write a note on Plog's theory of tourism motivation.
21. Which are the travel documents necessary for an international travel ?
22. Which are the different levels of needs identified by Maslow ?
23. Write a note on tourism system.

(Ceiling : 35 marks)

Part C

Answer any two of the following questions in about 350 words.

Each question carries 10 marks.

24. Which are the specific characteristics of tourism ?
25. Give a detailed account on travel motivations.
26. Tourism industry is a 'smoke -ridden industry'. Critically evaluate the statement.
27. Discuss about important international organizations in tourism.

(2 × 10 = 20 marks)

FIRST SEMESTER (CBCSS—UG) DEGREE EXAMINATION, NOVEMBER 2021

Travel and Tourism Management (BTTM)

TTM 1C 01—BUSINESS STATISTICS AND INFORMATION TECHNOLOGY—I

(2021 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

Section A*Answer atleast ten questions.**Each question carries 3 marks.**All questions can be attended.**Overall ceiling 30.*

1. What is methods of describing a set ?
2. What is Venn diagram ?
3. What is a scalar matrix ? Site example.
4. Solve $4(x - 2) + 5(x - 3) - 25 = x + 8$.
5. What is a determinant ?
6. Define cofactor of an element matrix.
7. Find the 12th term of an AP 6, 2, - 2.
8. Explain is geometric mean.
9. Describe patent with an example.
10. Types of memory.
11. Headers and footers.
12. Give two examples of GI
13. What are the uses of digital library ?
14. Explain MS office.
15. What is MEDIAN in excel ?

(10 × 3 = 30 marks)

Section B

Answer atleast five questions.

Each question carries 6 marks.

All questions can be attended.

Overall ceiling 30.

16. Explain in detail the different types of set.
17. What are the operations of matrix ? Site with example .

18. Find adj A for $A = \begin{bmatrix} 2 & 1 & 3 \\ 3 & 1 & 2 \\ 1 & 2 & 3 \end{bmatrix}$.

19. Insert 4 arithmetic mean between 5 and 20.
20. Explain the uses of intellectual property rights in tourism.
21. Explain the features of computer.
22. Explain MS Excel spread sheet applications in detail.
23. What is intellectual property rights and its types ?

(5 × 6 = 30 marks)

Section C

Answer any two questions.

Each question carries 10 marks.

24. How many terms of the series $-8 - 4 + 0 + \dots$ Must be taken so that sum be 132 ?
25. Solve $8x + 7y = 10$ and $11x = 10(1 - y)$.
26. Explain with example the financial and statistical function in MS Excel.
27. Explain in detail intellectual property rights, copyrights, patents, trademarks and royalty

(2 × 10 = 20 marks)

FIRST SEMESTER (CBCSS—UG) DEGREE EXAMINATION, NOVEMBER 2021

Travel and Tourism Management (BTTM)

TTM 1B 01—PRINCIPLES AND PRACTICES OF TOURISM

(2021 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

Section A*Answer at least ten questions.**Each question carries 3 marks.**All questions can be attended.**Overall Ceiling 30.*

1. Explain the concept of Tourism.
2. Define multiplier effect.
3. What is interpersonal motivation ?
4. Name the tourism minister in the Union ministry.
5. Differentiate out bound and inbound tourism.
6. Explain VISA.
7. List the problems of measurement in Tourism.
8. Give the top five districts receive the maximum number of foreign tourists.
9. What are the A's in Tourism ?
10. Give the meaning of "perishability in tourism".
11. Who is a travel agent ?
12. Why Government's role is significant in tourism development ?
13. Expand ITDC. Give any two functions of ITDC.
14. Which organization is the official host of Kerala Tourism ?
15. Write short note on WTO.

(10 × 3 = 30 marks)

Section B

Answer at least five questions.

Each question carries 6 marks.

All questions can be attended.

Overall Ceiling 30.

16. Give an account of the travelers in medieval period.
17. Explain spa tourism.
18. Describe the various types of statistics used for measuring demand of tourism.
19. Write the concept of wanderlust and sun lust tourists. Who gave this classification of tourists ?
20. Describe the Lieper's model of Tourism System.
21. Write a note on the various modes of transportation.
22. Discuss the functions of ASI.
23. Explain the role of NTO's in tourism development.

(5 × 6 = 30 marks)

Section C

Answer any two questions.

Each question carries 10 marks.

24. Write an essay on the evolution of tourism in the ancient period.
25. Explain the major factors that influence travel motivation.
26. Describe the objectives and functions of IATA.
27. Give a brief account of the characteristics of tourism products.

(2 × 10 = 20 marks)

**FIRST SEMESTER (CUCBCSS-UG) DEGREE EXAMINATION
NOVEMBER 2021**

B.T.T.M.

TTM 1B 01—FUNDAMENTALS OF TOURISM

(2016—2018 Admissions)

Time : Three Hours

Maximum : 80 Marks

Section A

Answer all questions.

Each question carries ½ mark.

1. Name one online travel portal.
2. Expand NTO.
3. Which country started the concept of spa tourism ?
4. Which is the major hub of culture and tradition during renaissance ?
5. Name one element of tourism.
6. Name the most commonly issued visa for European countries.
7. Leiper's model consists of _____ elements.
8. What is CP plan ?
9. Name one low frill airline of India.
10. Expand UNWTO.
11. Write one inter personal travel motive.
12. Give example for one alternative tourism.

(12 × ½ = 6 marks)

Section B

Write short answer to any ten questions.

Each question carries 2 marks.

13. Who is a tourist ?
14. Differentiate between inbound and outbound tourism.

Turn over

15. What is Leisure tourism ?
16. Explain the perishability nature of tourism.
17. Who is a ground operator ?
18. Define travel motivations.
19. Differentiate between old age and new age tourism.
20. Who is a travel intermediary.
21. List down the pull factors of tourism.
22. What is cruise tourism ?
23. Write the 5 As of tourism.
24. What is wellness tourism ?

(10 × 2 = 20 marks)

Section C

*Write short essays on any six of the following questions.
Each question carries 5 marks.*

25. Discuss the major factors responsible for the growth of travel in the early period.
26. Briefly explain the components of tourism.
27. Write note on the major milestones in the evolution of travel business.
28. Explain the features of Leiper's model of tourism system.
29. Discuss the present scenario of tour operation business.
30. Evaluate the role of railways in promoting tourism in India.
31. Give an overview of prospects of shopping tourism in India.
32. Highlight on the career opportunities for tourism professionals.

(6 × 5 = 30 marks)

Section D

Write essays on any two of the following questions.

Each question carries 12 marks.

33. Discuss on the major motivational factors to travel with relevant examples.
34. Give an overview of popular typology of tourism.
35. Discuss the characteristics of tourism products and services.
36. Describe the emerging trends in accommodation industry.

(2 × 12 = 24 marks)

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