

E 1446

(Pages : 2)

Reg. No.....

Name.....

B.T.S. DEGREE (C.B.C.S.S.) EXAMINATION, MARCH 2015

Fourth Semester

Core Course 13—GUIDING AND NEGOTIATING SKILLS FOR TOURISM

(2013 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part A

Answer all questions.

Each question carries 1 mark.

1. Name the group bound together by a common interest or affinity.
2. The place at which a traveller terminates his journey.
3. The another name of land arrangement.
4. A person who is licenced to take paying guests on local sight-seeing excursions.
5. A point, between origin and destinction of an itinerary at which passenger remains for a period of time.
6. A person who organise a group of passengers to participate to a specially prepared itinerary.
7. A sum total of a country's tourists attraction infrastructure and tourist services which hopefully result in consumer satisfaction.
8. A magazine which contains articles and other reading materials devoted to all types of travel and tourism.
9. Large scale movement of travellers and the development of a standardized product.
10. Art objects which are more than one hundred year old and which cannot be traded.

(10 × 1 = 10)

Part B

Answer any eight questions.

Each question carries 2 marks.

11. What do you mean by attraction ?
12. What is escort tour ?
13. Who is an excursionist ?
14. What is itinerary ?
15. Write a note on package ?
16. Who is a tour conductor ?
17. What is voucher ?

Turn over

18. Explain tourist lodge.
19. Write a note on tourist visa.
20. Who is a domestic tourist ?
21. What is Brochure ?
22. Write a short note on Taj Mahal.

(8 × 2 = 16)

Part C

*Answer any six questions.
Each question carries 4 marks.*

23. Define Guide. Write the meaning of Guides in Indian context.
24. What are the role of a Guide ?
25. Write the types of negotiation techniques.
26. How does an intelligent guide can understand the need of the clients ?
27. What are the components of a tour package ?
28. Write a short note on travel book and maps.
29. Write a short essay on source of income of tour guides.
30. Which kind of evaluation techniques are using for the assessment of a guide ?
31. Which are the skills needed for a guide to greeting participant and introducing himself ?

(6 × 4 = 24)

Part D

*Answer any two questions.
Each question carries 15 marks.*

32. Write an essay on historical Important sites and Palaces in Kerala.
33. How can you explain South Kerala to a group from North India ?
34. Who is a location guide ? What are the qualities and features of localion guide ?
35. Write an essay on "guiding as a technique".

(2 × 15 = 30)