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(Pages : 2)

Reg. No.....

Name.....

B.T.S. DEGREE (C.B.C.S.S.) EXAMINATION, MARCH 2019

Fourth Semester

Core Course 13—GUIDING AND NEGOTIATING SKILLS FOR TOURISM

(2013 – 2016 Admissions)

Time : Three Hours

Maximum Marks : 80

Part A

Answer all questions.

Each question carries 1 mark.

1. What is an Inn ?
2. Who is an excursionist ?
3. Who is a transit traveller ?
4. Who is a sun lust tourist ?
5. What is tour escort ?
6. Who is a local tour guide ?
7. Who issue license to state level tour guides in Kerala ?
8. Name the biggest drive in beach in Kerala.
9. In which district Gavi is situated ?
10. Name the Tiger reserve in Kerala.

(10 × 1 = 10)

Part B

Answer any eight questions.

Each question carries 2 marks.

11. What do you mean by personal grooming ?
12. What are the qualities of a leader ?
13. What is accessible tourism ?
14. What is golden triangle ?
15. What is PRASAD scheme ?
16. What is a package tour ?

Turn over

17. What is FIT ?
18. What are the different types of passport ?
19. In which district Padmanabhapuram Palace located ?
20. Name *two* monuments in Kerala that are protected by ASI.
21. Name the international airports in Kerala.
22. What is no frill airways ?

(8 × 2 = 16)

Part C

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

Write short notes on the following :

23. Nishagandhi dance festival.
24. KTM.
25. Guiding skill.
26. Conducted tour.
27. Nehru trophy boat race.
28. KITE festival.
29. Duties of a tour guide.
30. Wellness tourism.
31. Responsible tourism.

(6 × 4 = 24)

Part D

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

32. Explain the roles and responsibilities of a tour guide.
33. What is Negotiation skills ? Explain different types of negotiation techniques.
34. Discuss the qualities that one should acquire and practice to become a professional tour guide.
35. Explain the various skills required for leading a group of tourists to a natural heritage site.

(2 × 15 = 30)