

**UTTARAKHAND OPEN UNIVERSITY, HALDWANI (NAINITAL)****उत्तराखण्ड मुक्त विश्वविद्यालय, हल्द्वानी (नैनीताल)****DIPLOMA IN TOURISM STUDIES (DTS-10) ASSIGNMENT**

Last Date of Submission: 15 May, 2012

Course Title: Transport in Travel and Tourism Management
Year: 2011-12 (Summer)

Code: ETS - 104
Maximum Marks: 20

Section 'A' contains 08 short answer type questions of 2.5 marks each. Learners are required to answer 4 questions only. Answers of short answer-type questions must be restricted to 250 words approximately.

Briefly discuss the following:

- (1) Perishability of Transport services
- (2) Palace on Wheels
- (3) Major sea ports of India
- (4) Vouchers
- (5) Familiarization Trips
- (6) Environment system
- (7) Unique Selling Proposition (USP)
- (8) Non-Destination Motivators.

Section 'B' contains 04 long answer-type questions of 05 marks each. Learners are required to answers 02 questions only.

- (1) Determine the linkages and interrelationship among the various modes of transport.
- (2) Describe the unique characteristics of Tourist Transport Demand and Supply.
- (3) Explain the contribution and role of ITTA in growth of Indian Tourist Transport Industry.
- (4) Discuss the nationalization and liberalization of Civil Aviation in India.

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Last Date of Submission: (जमा करने की अन्तिम तिथि:)

Course Title: Communication

Course Code: ETS - 105

Year: 2010-11

Maximum Marks: 20

Section 'A' contains 08 short answer type questions of 2.5 marks each. Learners are required to answers 4 questions only. Answers of short answer-type questions must be restricted to 250 words approximately.

Briefly discuss the following:

- (1) Characteristics of Communication
- (2) Process of communication
- (3) Letters and Brochures are an example of which type of communication. Also, name the other types of communication.
- (4) Usage of Cell Phones
- (5) Poor Listening Habits
- (6) Various types of interviews and their aims.
- (7) Guidelines for making a call.

Section 'B' contains 04 long answer-type questions of 05 marks each. Learners are required to answers 02 questions only.

- (1) 'You are never fully dressed unless you wear a smile'. Please opine on the statement.
- (2) As an Organising secretary of a National Seminar, in how many ways you can design the Room Layout or seating arrangement for guests.
- (3) Attend a Public address or a meet and then analyse the barriers to communication.
- (4) Relating with the Zoozoo of Vodafone advertisement, describe the importance of non-verbal communication.