

**MBA IN INTERNATIONAL HOSPITALITY
MANAGEMENT**

Term-End Examination

December, 2013

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**MHY-001 : TRAVEL AND TOURISM
MANAGEMENT**

Time : 3 hours

Maximum Marks : 100

Note : Attempt any 5 questions in about 600 words.

1. Describe the various forms and types of tourism in India. Also discuss the emerging and promising areas of tourism. 20
2. Explain the role of public and private sector in the development of tourism infrastructure. 20
3. Explain the need and relevance of personality development and communicating skills in tourism. 20
4. Discuss the phenomenon of souvenir business in tourism along with its commoditisation and quality control issues in Indian context. 20
5. Discuss the operational problems faced by a travel agency. 20
6. What do you mean by SAARC region ? Critically analyse the growth potential and present condition of tourism in SAARC region. 20

7. Discuss the interdependence of various models of transportation in India. 20
8. Air transport has undergone drastic and dynamic transformation since 1932 in India, specially for passenger in Tourism ? Critically evaluate the statement. 20
9. Write short notes on the following : 10x2=20
(a) Socio-Cultural impact of Tourism
(b) MICE
10. Write short notes on **any two** of the following in about **300** words each : 10x2=20
(a) Green Tourism
(b) Sustainable Tourism
(c) Ecotourism.
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