

MASTER OF ARTS (TOURISM MANAGEMENT)

Term-End Examination

December, 2013

MTM-13 : TOURISM OPERATIONS

Time : 3 hours

Maximum Marks : 100

*Note : Answer any five questions in about 600 words each.
All questions carry equal marks, unless otherwise specified.*

1. Explain why product knowledge and business correspondence are considered as essential managerial activities. **20**
2. Enumerate the various operational issues in outbound tour operations. How are they different from inbound tour operation Activities ? **14+6=20**
3. Enumerate the pre, during and post tour activities undertaken by a tour Escort. **20**
4. What are the responsibilities of a Manager in a Travel Agency ? How does technology aid in the dispersal of these duties ? **14+6=20**
5. Write short notes on any two of the following :
 - (a) Importance of customer care in tourism industry. **10x2=20**
 - (b) Role of distribution channels in tourism operations.
 - (c) Use of vouchers in tour operations.

6. Explain the star categorisation of hotels with the help of examples. 20
7. Explain the organisational structure and the importance of the Housekeeping Department in a hotel. Also mention the various operational functions of the department. 8+4+8=20
8. What do you understand by food and Beverage operations ? Describe the various aspects of Beverages in the food and Beverage Management. 8+12=20
9. Describe the marketing mix and strategies popularly used by the unorganised accommodation sector. 20
10. Write short notes on **any two** of the following :
- (a) Departmentalisation of a travel Agency.
 - (b) Electronic Front Office. 10x2=20
 - (c) Tools of Marketing Communication in a Travel Agency.
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