

MASTER OF ARTS (TOURISM MANAGEMENT)

Term-End Examination

December, 2012

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.*

1. Enumerate the possible resident concerns that need to be taken into consideration prior to any tourism development. 20
2. Explain the concept of quality management in Tourism with the help of 'Gap Model' for Service Providers. 20
3. Write an essay explaining the distribution system prevalent in Tourism Selling. 20
4. Discuss the inter-relationship between the principle suppliers and the travel agent. 20

5. Write short notes on **any two** of the following : **10x2=20**
- (a) Business Correspondence in Tour Operations.
  - (b) Electronic Front Office.
  - (c) Beverage Management
6. Enumerate the functions associated with Front Office Department of a hotel. **20**
7. What is the importance of the Housekeeping department ? Mention the activities undertaken by the Housekeeping Department in a 5 Star Hotel. **5+15=20**
8. What do you understand by unorganised accommodation sector? Also mention the process of product designing and promotion in unorganised sector. **8+12=20**
9. Explain the activities involved in the Food Service operation system. **20**
10. Discuss the importance of publicity and promotion in a travel agency. **20**