

**MBA IN INTERNATIONAL HOSPITALITY
MANAGEMENT (MBA IHM)**

Term-End Examination

00351

December, 2014

MHY-001 : TRAVEL AND TOURISM MANAGEMENT

Time : 3 hours

Maximum Marks : 100

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

1. Enumerate the service characteristics of the Tourism Industry. How can we overcome these service barriers? 20
2. What is the role of a travel agency in the present day tourism business ? Substantiate your answer with examples. 20
3. Define Heritage Tourism. Discuss the role of Heritage Tourism in the Indian Tourism sector. 20
4. What is meant by itinerary preparation? Explain with the help of preparing an itinerary for a fortnight for a couple to the beaches of Eastern India, ex Delhi. 20

5. Write short notes on any **two** of the following : 2×10=20
- (a) Types of tour packages
 - (b) Role and functions of a travel agency executive
 - (c) SAARC nations and tourism
6. Discuss the role of aviation sector and LCC in the growth of tourism in India. 20
7. Enumerate the socio-cultural impacts of tourism. Substantiate your answer with examples. 20
8. Explain the inter-linkage of MICE with the tourism industry. Discuss the importance of MICE in the growth of the tourism business. 20
9. Discuss with the help of an example the role of accommodation in the tourism industry. 20
10. Write short notes on any **two** of the following : 2×10=20
- (a) Cruises
 - (b) Toy trains
 - (c) MICE
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