

**MASTER OF ARTS IN TOURISM
MANAGEMENT (MTM)**

Term-End Examination

02061

December, 2014

MTM-13 : TOURISM OPERATIONS

Time : 3 hours

Maximum Marks : 100

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

1. Enumerate the factors that influence tour operations. Explain with the help of suitable examples. 20
2. How are the activities undertaken for managing inbound tour operations different from those undertaken for outbound tour operations ? 20
3. Explain with the help of suitable examples the meaning of costing and pricing of Tour Packages. What are the methods and techniques of costing and pricing ? 20
4. What do you understand by principal suppliers and travel providers ? What is their role in travel agency business ? Explain with the help of suitable examples. 20
5. Write short notes on any **two** of the following : 2×10=20
 - (i) Intermediaries in the tourism industry
 - (ii) Source of Revenue in Travel Agency
 - (iii) Catering cycle

6. "Road transportation is a vital part of tour operation business. Hence relationship with principal transport suppliers is very critical." Comment and justify your answer with suitable examples. 20
7. (a) What are the different types of hotel ownership ? How do they affect policy formulation of a hotel ?
- (b) What are the different types of Budget ? What are the major benefits of Operations Budget in a hotel ? $2 \times 10 = 20$
8. Draw the organisational structure of the Housekeeping Department of a large sized hotel. Also mention the duties undertaken by each of the staff mentioned. 20
9. What do you understand by unorganized accommodation sector ? What is the role and importance of marketing in this sector ? Explain with the help of suitable examples. 20
10. Write short notes on any *two* of the following : $2 \times 10 = 20$
- (i) Gap Model for Service Providers
 - (ii) Distribution Channel Management in Tourism
 - (iii) Customer Care in Tourism
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