

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

Term-End Examination

December, 2015

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

Time : 3 hours

Maximum Marks : 100

*Note : Attempt **any five** questions. All questions carry equal marks.*

1. What do you understand by tourism system ? 20
Discuss important components of the same.
2. Discuss the importance of tourism as social phenomenon. Also explain different forms and typology of tourism. 20
3. What is travel agency ? Discuss the functions of travel agency. 20
4. Write short notes on the following : 10x2=20
 - (a) Role of Indian railways in tourism promotion.
 - (b) Difference between Guiding and Escorting.
5. Write short notes on the following : 10x2=20
 - (a) Role of communication in travel business.
 - (b) Tourism growth in India.

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| 6. | Discuss the role of PATA and TAAI in tourism promotion. | 20 |
| 7. | What are informal services in tourism ? Explain the dimension of informal sector in tourism. | 20 |
| 8. | Write an essay on tourism growth potential in SAARC region. | 20 |
| 9. | What is MICE ? Critically analyse the role of MICE in image development of a destination. | 20 |
| 10. | How is carrying capacity concept interlinked with Sustainable Tourism Development. | 20 |
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