

00322

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

Term-End Examination

December, 2015

**MHY-017 : INTERNATIONAL TOURISM
BUSINESS MANAGEMENT**

Time : 3 hours

Maximum Marks : 100

Note : (i) Attempt *any five* questions.
(ii) All questions carry *equal* marks.

1. What do you understand by tourism ? Discuss the historical development of tourism industry with special reference to India. **20**
2. Write a detailed note on contemporary trends in International tourist movement. **20**
3. Discuss the various issues in the development of modern tourism business. Elaborate with relevant examples. **20**
4. Explain the basic components of tourism. **20**
5. Discuss the international rules and regulations for the hotel business. **20**
6. What is the relation between tourism and environment ? Explain with the help of suitable examples. **20**

7. What do you understand by crisis management? 20
Why is crisis management an integral part of any modern tourism business management plan ?
8. Write a detailed note on any two tourism organisations. 10x2=20
9. Explain the impact of development in the field of technology and automation on tourism and hospitality industry. 20
10. Write a note on growth of tourism in major regions of the world. 20
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