

**MASTER OF ARTS (TOURISM
MANAGEMENT)**

Term-End Examination

December, 2015

MTM-13 : TOURISM OPERATIONS

Time : 3 hours

Maximum Marks : 100

Note : (i) Answer *any five* questions in about **600** words.
(ii) All questions carry *equal* marks.

1. What do you understand by Quality Management in tourism ? As a manager, how will you implement quality management strategies in your organisation ? 5+15=20

2. Discuss the importance of community involvement in the tourism activities, planning and decision making process. 20

3. Differentiate between Inbound and Outbound tour operations. Discuss the responsibilities of an Inbound tour manager. 10+10=20

4. Describe the managerial functions and responsibilities of a travel agent. 20

5. Write short notes on : 4x5=20
- (a) Electronic front office
 - (b) Time share apartments
 - (c) Safety and security issues in hotels
 - (d) Use of technology in travel agencies
6. Explain with the help of examples, the importance of marketing, communication and promotion in travel agency business. 20
7. What are the operational functions of the front - office department ? Also explain the importance of night auditing. 15+5=20
8. Explain the various aspects of managing food service operations. 20
9. What do you understand by hospitality operations in the unorganised sector ? Explain with examples the importance of positioning and promotion in this sector. 10+10=20
10. Write short notes on any two : 2x10=20
- (a) Managing Business Correspondence
 - (b) Distribution channels in Tourism
 - (c) Responsibilities of a Tour Escort
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