

00223

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

Term-End Examination

December, 2017

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

Time : 3 hours

Maximum Marks : 100

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

1. What is the relevance of history in the development of a tourist destination. Explain with examples. 20
2. Tourism is a wheel of development. Evaluate this statement by citing examples. 20
3. Explain organisational structure of a large travel agency. Describe duties and responsibilities of in bound tour guide. 20
4. Discuss importance of communication modes in travel business with suitable examples. 20
5. Write short notes on : 10x2=20
 - (a) Concept of Tour Operation
 - (b) Importance of destination knowledge in itinerary preparation.

6. What is tour packaging ? Plan a pilgrimage tour package for South India . 20
 7. Write note on importance and role of car rental system in India. 20
 8. No fringe Airlines have changed the concept of air travel in India. Justify with examples. 20
 9. Write an essay on the impact of tourism on economic growth in India. 20
 10. Write short notes on : 10x2=20
 - (a) Sustainable Tourism
 - (b) Green Tourism
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