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

Term-End Examination

December, 2017

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

Time : 3 hours

Maximum Marks : 100

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

1. What is the importance of tourism ? Discuss the various components of tourism with examples. 20
2. What are the factors that affect Global Tourist Movements ? Explain with examples. 20
3. What do you understand by barriers to travel ? How can we overcome these barriers ? Explain with the help of suitable examples. 20
4. Give a detailed account of the historical aspects of the international hotel chains. Discuss the functioning of any one prominent hotel chain of India. 20

5. Write short notes on any two : 2x10=20
(a) Nature of Tourism
(b) Politics and Tourism
(c) Crisis Management in Hospitality
6. What do you understand by push and pull factors in tourism ? Explain with examples the role of these factors in generating demand in tourism. 20
7. Trace out the evolution, growth and functions of National Tourism Organizations. 20
8. 'Understanding cultural diversity is very important for expanding hotel chains'. Comment and justify your answer with suitable examples. 20
9. What are the major environmental challenges faced due to Tourism development ? How can we control these impacts ? Substantiate your answer with relevant examples from India. 20
10. Write short notes on any two : 2x10=20
(a) International rules for hotel business.
(b) Emerging Tourist Markets.
(c) Global and Local perspectives in Hospitality industry.
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