

00443

**MASTER OF ARTS (TOURISM
MANAGEMENT)**

Term-End Examination

December, 2017

MTM-013 : TOURISM OPERATIONS

Time : 3 hours

Maximum Marks : 100

*Note : Attempt any five questions in about 600 words each.
All question carry equal marks.*

1. What is the importance of Quality Management in tourism ? How can we relate Quality Management with customer care ? Give appropriate examples. 20
2. Write a detailed note on outbound tour operations. 20
3. Discuss the role of distribution channels in tour operations. 20
4. Discuss the various field operations of Travel agency business. 20
5. Write short notes on any two of the following :
 - (a) Inter - sectoral linkages 10x2=20
 - (b) Product design
 - (c) Organisation of a mid size Hotel

6. Discuss the relationship between travel agencies and tourist transport suppliers. Why is it considered crucial in successful operation of both inbound and outbound tours ? 20
 7. Discuss the various types of hotels. How are they classified ? 20
 8. Define Hotel Reservation System. What are its various types ? 20
 9. Discuss the various types of Hospitality Organisations. What are their important functions ? 20
 10. Write a detailed note on the management of food service operation system. 20
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