

**MBA IN INTERNATIONAL HOSPITALITY
MANAGEMENT**

Term-End Examination

June, 2013

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

Time : 3 hours

Maximum Marks : 100

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

1. Discuss the evolution and growth of the tourism sector globally. **20**
2. What do you understand by service industry ?
Mention the nature and characteristics of Service Products. **5+15=20**
3. Discuss the role and functions of IATA. **20**
4. Enumerate the qualities that HR should look for in a Travel Executive and in a Tour Escort. **10+10=20**
5. Write short notes on *any two* of the following : **10x2=20**
 - (a) Itinerary
 - (b) Green Tourism
 - (c) Cruises

6. What do you understand by Package Tour ?
Explain the components and types of Tour
Packages. 5+15=20

 7. Discuss the socio - cultural impacts of tourism 20
with possible control methods.

 8. Explain the distribution channel of selling tourism 20
products/services.

 9. Define MICE. Discuss the growth of MICE
industry in India. 5+15=20

 10. Discuss the role of surface transport in the growth 20
of tourism.
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