

**MASTER OF ARTS (TOURISM MANAGEMENT)**

**Term-End Examination**

**June, 2013**

**MTM-13 : TOURISM OPERATIONS**

*Time : 3 hours*

*Maximum Marks : 100*

*Note : Answer any five questions in about 600 words each.  
All questions carry equal marks, unless otherwise specified.*

1. Explain the various elements in Tourism Operations with examples. 20
2. How will you manage the inhouse operations of a tour operations company ? 20
3. Discuss the role of distribution channels in selling and managing Tourism Operations. 10+10=20
4. Discuss the linkage between a travel agency and its principal suppliers. How does it aid in providing services to the tourists ? 10+10=20
5. Write short notes on any two of the following : 10x2=20
  - (a) Quality Management in Tourism
  - (b) Marketing of Tour Packages
  - (c) Role of Escorts

6. Classify the types of accommodation available in the organised sector with examples. Also mention how ownership of hotels is also a factor in the classification of hotels. **14+6=20**
7. What do you understand by Guest cycle ? What are the activities performed by the Reservation office ? **10+10=20**
8. What do you understand by Food Service Operation System ? Also explain the need of computerisation in Food and Beverage Services. **10+10=20**
9. Discuss the marketing mix and 20 marketing strategies used in the unorganised accommodation sector.
10. Write short notes on **any two** : **10x2=20**
- (a) Use of Technology in a Travel Agency
  - (b) Safety and Security in hotels.
  - (c) Importance of Housekeeping Department of a hotel.
-