

00324  
MBA IN INTERNATIONAL HOSPITALITY  
MANAGEMENT

Term-End Examination  
June, 2014

MHY-001 : TRAVEL AND TOURISM  
MANAGEMENT

*Time : 3 hours*

*Maximum Marks : 100*

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*Note : Attempt any 5 questions in about 600 words each.*

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1. What are the basic pre-requisites for tourism ? 20  
Also differentiate between Domestic and International Tourism.
2. "Tourism industry is a mix of the output and services of different industries and trades". 20  
Explain the statement with relevant examples.
3. Critically analyse the role of travel agency in tourism growth in India. 20
4. What is IATA ? Describe its role and responsibilities with regard to World Tourism. 20
5. What do you mean by "Tour Package"? Discuss in detail the components of tour package. 20
6. Write an essay on the comparative merits of road rail and air transport in India for the purposes of promoting inbound tourism. 20

7. Discuss the salient features of the Tourism Policy of India. 20
  8. Discuss the role and responsibilities of HR Manager. 20
  9. Discuss the political impacts of tourism. Is terrorism a threat to tourism ? 20
  10. Write short notes on the following : 10+10=20
    - (a) MICE
    - (b) Sustainable tourism
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