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574

MTM-13

Total No. of Questions : 10]

[Total No. of Printed Pages : 2

Master of Arts (Tourism Management)

Term-End Examination

June, 2014

MTM-13 : TOURISM OPERATIONS

Time : 3 Hours]

[Maximum Marks : 100

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

1. Enumerate the areas of concern at local level that needs to be addressed while planning tourism operations. Explain with the help of examples. 20
2. Elucidate the major in-house managerial activities undertaken in a tour operations company. 20
3. What are the activities undertaken by a tour escort ?
What are the qualities that make a good escort ? 20
4. (a) Explain the role and use of technology in a travel agency. 10x2=20
(b) What are the sources of revenue in a travel agency ?
5. Write short notes an any *two* of the following : 10x2=20
 - (a) Elements of tour operation
 - (b) Types of Hotel ownership
 - (c) Marketing of Budget Hotels

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Turn Over

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(2)

6. "Promotion plays a vital role in attracting and retaining clients in the travel agency business." Comment and substantiate your answer with suitable examples. 20
7. Enumerate the types of accommodation available in the organised sector. Give at least two examples of each type. 20
8. Draw and explain the Guest Cycle in a hotel. 20
9. Write a note on the food service operation system. Explain with the help of suitable examples. 20
10. Write short notes on any *two* of the following : 10x2=20
 - (a) Gap Model for service providers
 - (b) Distribution Channel Management in tourism
 - (c) Costing and pricing of tour packages

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