

00140

**MBA IN INTERNATIONAL HOSPITALITY
MANAGEMENT (MBA IHM)**

Term-End Examination

June, 2016

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

Time : 3 hours

Maximum Marks : 100

Note : Attempt any five questions. All questions carry equal marks.

1. Define tourism, distinguish between inbound and outbound tourism. 20
2. Discuss the symbiotic relationship of tourism with history and geography. 20
3. Write short notes on the following : 10x2=20
 - (a) Organisational structure of a Travel Agency.
 - (b) Mode of communication in travel business.
4. Discuss the role of IATA and UN-WTO in tourism development. 20
5. What do you mean by destination knowledge and explain its importance of destination knowledge in itinerary preparation. 20

6. Write short notes on the following : 10x2=20
- (a) Travel Documentation
 - (b) Distribution Channel
7. Elaborate the car rental system in India. What are the problems faced by car rental companies in India ? 20
8. Discuss the role and importance of transportation in tourism. 20
9. What do you mean by Eco-Tourism and Green Tourism. 20
10. How is carrying capacity concept inter linked with Sustainable Tourism Development. Elaborate with suitable example. 20
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