

00154

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

Term-End Examination

June, 2018

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

Time : 3 hours

Maximum Marks : 100

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

1. Write an essay on "Relevance of history in tourism", with appropriate examples. 20
2. Explain need and importance of tourism policy with relevant examples. 20
3. Highlight role of travel agencies in growth of tourism in India with suitable examples. 20
4. Write short notes on : 5x4=20
 - (a) IATA
 - (b) PATA
 - (c) UNWTO
 - (d) TAAI
 - (e) ASTA
5. Write short notes on : 2x10=20
 - (a) Travel Insurance
 - (b) Travel Documentation

6. What is eco tourism ? Describe sustainability of tourism in ecologically sensitive destinations. 20
 7. Explain importance of cruise lines in promotion of tourism with relevant examples. 20
 8. Evaluate the role of Indian Railways in the promotion of tourism with suitable examples. 20
 9. "Cultural Heritage is an important attraction for any tourist destination". Explain with examples. 20
 10. Write an essay on technological intervention's in promotion of tourism. 20
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