

No. of Printed Pages : 2

MHY-017

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

**00204 Term-End Examination**

**June, 2018**

**MHY-017 : INTERNATIONAL TOURISM BUSINESS  
MANAGEMENT**

*Time : 3 hours*

*Maximum Marks : 100*

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**Note :** Attempt any **five** questions. Each question carries  
20 marks.

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1. Write is Tourism ? Describe the nature and importance of tourism in India. 20
  
2. Write a note on 2×10=20
  - (a) Sustainable tourism
  - (b) Adventure tourism
  
3. Illustrate various factors affecting the movement of tourists in India. 20
  
4. Describe the recent trends of international tourism in India. 20

5. Discuss any two international hotel chains operating in India. 20
  6. Illustrate various trends and barriers in tourism investment in India. 20
  7. Write a descriptive note on human resources and understanding cultural diversity in tourism. 20
  8. Write a note on international hotel rules and regulations. 20
  9. Illustrate the need and importance of technology and automation in tourism industry. 20
  10. Discuss tourism growth pattern and tourism trends. 20
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