

03184

**MASTER OF ARTS (TOURISM
MANAGEMENT)**

Term-End Examination

June, 2018

MTM-013/MTTM-013 : TOURISM OPERATIONS

Time : 3 hours

Maximum Marks : 100

Note : Attempt any five questions in about 600 words each.

All questions carry equal marks.

1. "Tour operations are a combination of various elements". Discuss these elements and bring out their importance. 20
2. Write notes on any two of the following : 10+10=20
 - (a) Departments in a travel agency
 - (b) Guidelines for getting recognition from IATA by a tour company
 - (c) Sources of earning of a travel agency
3. A group of 20 PAX from France is visiting Golden Triangle of India. Explain the various operational procedures to be followed for this tour by a tour operator. 20
4. Explain the following : 5x4=20
 - (a) Designing a restaurant
 - (b) Menu planning
 - (c) Organizational structure of Front Office
 - (d) Organization structure of a hotel

5. With the help of chart explain the following : 10+10=20
- (a) Housekeeping department of a medium and large size hotel.
- (b) Layout of the Housekeeping department.
6. "There is a need for promotional campaign in all the spheres of travel industry." Justify this statement with suitable examples. 20
7. Explain the organized and unorganized sectors of hospitality industry. What role is played by both sectors in promoting tourism in India ? 20
8. Who are the principal suppliers of travel agency ? How should a travel agent engage or handle these principal suppliers ? 20
9. A group of 20 PAX from Japan is visiting Buddhist Circuit of India. What preparations and planning should be done by a tour escort for this tour. 20
10. Discuss the distribution channel in tour operations. Also highlight the role of distribution channels in tour operations. 20
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