

No. of Printed Pages : 3 **MTM-13/MTTM-13**

**MASTER OF ARTS (TOURISM
MANAGEMENT)/MASTER OF
TOURISM AND TRAVEL
MANAGEMENT (MTM/MTTM)**

Term-End Examination

June, 2022

MTM-13/MTTM-13 : TOURISM OPERATIONS

Time : 3 Hours

Maximum Marks : 100

Note : (i) *Answer any five questions.*

(ii) *All questions carry equal marks.*

1. Define Tour Operation. Illustrate the contribution of tour operators in Indian tourism industry. 20

P. T. O.

2. Describe the organisational structure and main functions of a tour operator. 20
3. Discuss the various functions and operations associated with front office in a hotel. 20
4. Write notes on the following : 10+10
 - (a) Costing of FIT tour package
 - (b) E-ticketing
5. Describe the procedure for designing and developing an escorted tour package. 20
6. Define quality management. Elaborate its objectives and importance in tour operation business. 20
7. Write a note on Major Hotel Chains and MNCs in tourism. 20

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8. Illustrate the procedure for setting up of a tour operation business in India. 20
9. Elaborate the use and importance of technology in tour operation. 20
10. Write notes on the following : 10+10
- (a) CRS
 - (b) Guest cycle in tourism business