

**TOURISM STUDIES (BHM/MHA)**

**Term-End Examination**

**April, 2010**

**TS-3 (S) : MANAGEMENT IN TOURISM**

*Time : 3 hours*

*Maximum Marks : 100*

02088

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*Note : Answer any five questions. All questions carry equal marks.*

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1. Discuss the importance of Human Resource Management in tourism. 20
2. What are the different bases for market segmentation ? 20
3. Discuss the role of Information Technology in tourism. 20
4. Distinguish between : 10x2=20
  - (a) Fixed Assets and Current Assets.
  - (b) Current Ratio and Liquid Ratio.
5. Discuss the services provided by a travel agency. 20  
Give appropriate examples.

6. Discuss the role of a Public Relations (PR) Manager in Tourism and Hospitality sector. 20
  7. List some important challenges faced by the airlines in present global competitive scenario. 20
  8. How would you define a business traveller? What are the advantages of business traveller for any destination? 20
  9. Define *any two* of the following : 10x2=20
    - (a) Convention
    - (b) Summit
    - (c) Trade fairs
  10. What is Budgeting? Discuss its importance for any small or medium term enterprises. 20
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