

00118

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

**Term-End Examination**

**December, 2016**

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

*Time : 3 hours*

*Maximum Marks : 100*

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

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1. Discuss the symbiotic relationship of tourism with history and geography. Substantiate your answer with suitable examples. 20
2. 'Tourism industry is a mix of the output and services of different industries and trades'. Explain the statement with relevant examples. 20
3. Explain the organisational profile and contribution of the following organizations in travel and tourism field. 10x2=20
  - (a) IATA
  - (b) UN-WTO
4. What are the services offered by a travel agency ? 20

5. Write some common problems a tour operator might face while conducting a city tour and common methods to avoid these problems. 20
6. Write short notes on the following : 10x2=20  
(a) Tourist Destination knowledge  
(b) Distribution channels in tourism
7. Examine the importance of rail transport in the promotion of tourism. 20
8. "Air transport has undergone drastic and dynamic transformation since 1932 in India, specially for Passenger Air Transportation in tourism." Critically evaluate the role of cruise operators in development of international tourism and give suitable examples. 20
9. Discuss various socio-cultural impacts of Tourism. 20
10. What do you mean by MICE ? Discuss some of the major threats and obstacles to the growth of MICE in India. 20
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