

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

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

Term-End Examination

June, 2021

MTTM-13/MTM-13 : TOURISM OPERATIONS

Time : 3 Hours

Maximum Marks : 100

Note : (i) *Attempt any five questions in about 600 words each.*

(ii) *All questions carry equal marks.*

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1. What are the various areas of concern to be addressed at the planning stage of any tourism development activity at local level ? 20
 2. Describe the activities to be undertaken for managing in-bound tour operations. 20

3. Discuss the role of distribution channels in selling and managing tourism operations. 20
4. What are the responsibilities of a manager in a travel agency ? How does technology aid in the performance of these duties ? 20
5. Write short notes on any *two* of the following in about 300 words each : 10 each
 - (i) Quality management in tourism operations
 - (ii) Responsibilities of a Tour Escort
 - (iii) Costing a tour package
6. Discuss the challenges faced in the relationship between travel agent and the principal service providers. 20
7. What do you understand by organised and unorganised sector in the hotel industry ? What are the types of accommodation available in the organised sector ? 20
8. Explain the various functions of the front office of a hotel with the help of the guest cycle diagram. 20

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9. What do you understand by food service operation system ? What is the need of computerisation in the food and beverage services ? 20
10. Write short notes on any *two* of the following in about **300** words each : 10 each
- (i) Organisation of housekeeping department
 - (ii) Promotion in a travel agency
 - (iii) Safety and security in hotels