

**MASTER OF ARTS
(TOURISM MANAGEMENT)**

Term-End Examination

February, 2021

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. What do you understand by distribution system ? Explain the role of distribution channels in tour operations. 20
2. Discuss the various operations handled by a manager for running a travel agency. 20
3. Write a detailed note on outbound tour operations. 20
4. Discuss the relationship between travel agencies and tourist transport suppliers. 20

5. Write short notes on any **two** of the following : 2×10=20
- (a) Marketing Communications
 - (b) Public Relations
 - (c) Organisation of a Hotel
6. Define Reservation System with the help of a diagram. Discuss its various types. 20
7. Explain the organisation structure of the Housekeeping Department of a large sized hotel with the help of a diagram. Also discuss the prime duties of the key players of Housekeeping Department. 20
8. Explain the various aspects of managing food service operations. 20
9. Write a detailed note on positioning and promotion in unorganised sector. 20
10. Discuss in brief, various activities involved in managing in-house operations of a tour operator. 20
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