

**MASTER OF ARTS IN TOURISM
MANAGEMENT (MTM)/MASTER OF TOURISM
AND TRAVEL MANAGEMENT (MTTM)
Term-End Examination
December, 2021**

MTM-13/MTTM-13 : TOURISM OPERATIONS

Time : 3 hours

Maximum Marks : 100

Note : Answer any **five** questions in about 600 words each. All questions carry equal marks.

1. Describe the external factors that affect the tour-operation businesses. Give examples to substantiate your answer. 20

2. What do you understand by Quality Management ? What is the role and importance of quality management in tourism operations ? Give examples. 20

3. Discuss the importance of managing business correspondence and linkages with service suppliers in tourism operations. Explain with the help of examples. 20

4. As a tour escort, how would you plan and manage a tour ? Explain with the help of an example. 20

5. Write short notes on any **two** of the following in about 300 words each : $2 \times 10 = 20$
- (a) Distribution System in Tourism
 - (b) Customer Care in Tourism
 - (c) Managing Vouchers
6. Discuss the use of technology in Travel Agency operations. 20
7. What do you understand by organised and unorganised sector in hospitality operations ? How can hospitality operations in the unorganised sector be managed ? 20
8. What do you understand by 'Reservation Systems' in the context of a hotel set-up ? Describe the functions of a Reservation department of a hotel. 20
9. Describe the organisation and layout of Housekeeping Department. 20
10. Write short notes on any **two** of the following in about 300 words each : $2 \times 10 = 20$
- (a) Menu Planning
 - (b) Guest Cycle
 - (c) Marketing Communications in Travel Agency
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