

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

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

Term-End Examination

June, 2020

MTM-13/MTTM-13 : TOURISM OPERATIONS

Time : 3 Hours

Maximum Marks : 100

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

1. Discuss the concept of quality management in tourism. As a manager, how will you implement quality management strategies in your organisation. 20

2. Write short notes on any *two* of the following :

10 each

- (a) Benefits of tourism to local community
 - (b) Elements in tourism operations
 - (c) Departmentalisation of an agency
3. Discuss various procedures associated with inbound tour operations. 20
4. Discuss the planning and preparation involved in providing and managing escort services for a tour. 20
5. Explain the various sources of earning for a travel agency. 20
6. What do you understand by Electronic Front Office (EFO) ? Discuss the significance of computerization and consequent inter-dependence of the front office with other departments. 20

7. Discuss the functions of the housekeeping department of a large-sized hotel. 20

8. Write short notes on any *two* of the following :

10 each

(a) The catering cycle

(b) Cost control

(c) Computer Application in F & B services

9. Discuss the prime types of hospitality organizations in unorganized sector. Also mention the features of services rendered in this sector. 20

10. What is the importance of promotional campaigns in tourism ? Discuss some major activities in travel agency sales. 20