

No. of Printed Pages : 2

**MTTM-13**

**MASTER OF TOURISM AND TRAVEL  
MANAGEMENT (MTTM)**

**Term-End Examination**

**June, 2024**

**MTTM-13 : TOURISM OPERATIONS**

*Time : 3 Hours*

*Maximum Marks : 100*

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**Note :** (i) *Attempt any five questions.*

(ii) *All questions carry equal marks.*

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1. Define Tour Operator. Elaborate various functions a Tour Operator. 20
2. Illustrate strategic alliances in tour operation. 20
3. Elaborate interlinkages in tourism industry. 20
4. Write a note on Food management and Menu planning. 20
5. Write a note on any *two* major Hotel Chains.

10+10

**P. T. O.**

[ 2 ]

6. Discuss the procedure for conducting an inclusive tour for domestic tourist. 20
7. Elaborate the issues and challenges of tour operation business during COVID-19 pandemic. 20
8. Write a note on CRS and E-ticketing. 20
9. Elaborate the procedure for setting up of a tour operation business. 20
10. Write short notes on any *two* of the following :  
10×2=20
  - (a) Quality Management
  - (b) Escorted tour package
  - (c) Guest cycle in Front office