

**MASTER OF ARTS (TOURISM
MANAGEMENT)**

Term-End Examination

June, 2015

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.

1. Describe the variables that affect tourism operations. Explain with the help of examples. **20**
2. Enumerate and discuss the various areas of resident's concerns that needs to be addressed while planning for tourism at local level. **20**
3. Explain with examples the role of a Tour Escort in successfully managing a tour. **20**
4. As a travel agent, explain the nature of your relationship with Tourist Transport Supplier. **20**
5. Write short notes on : **4x5=20**
 - (a) Tour Vouchers
 - (b) Menu Planning
 - (c) Resorts
 - (d) Sources of Revenue in Travel agencies.

6. Differentiate between Public relations and advertisements. Discuss with relevant examples, the various promotional and PR activities usually adopted by a travel agent. **5+15=20**
7. Enumerate and discuss the basis of star categorisation of hotels in India. **20**
8. Explain the procedure of reservation, check-in and check-out of guests undertaken by the front - office department of a hotel. **20**
9. Enumerate and explain the managerial functions and responsibilities of the House-Keeping Manager. **20**
10. Write short notes on **any two** : **2x10=20**
- (a) Quality Management in Tourism.
 - (b) Costing a tour package.
 - (c) Beverage Management.
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