

MBA IN HOSPITALITY MANAGEMENT

Term-End Examination

December, 2010

66200

**MHY-001 : TRAVEL AND TOURISM
MANAGEMENT**

Time : 3 hours

Maximum Marks : 100

Note : Attempt any five questions in about 600 words.

1. Discuss the service characteristics of Tourism Industry. 20
2. Enumerate the tasks undertaken by a travel agency executive. 20
3. Discuss the importance, role and function of PATA. 20
4. Define Tour Package. Mention the components of a Tour Package. Also mention the types of tour packages available. 5+7+8=20

5. Write short notes on any two of the following :
- (a) Relevance of History in Tourism. 10x2=20
 - (b) Salient features of the Tourism Policy of India.
 - (c) Cruise Management.
6. Define Inbound & Outbound Tourism. What are the documentations required for travelling abroad ? 6+14=20
7. What do you understand by Tourist Train ? Discuss the route and special features of any two tourist train. 5+15=20
8. Explain how changes in the aviation industry has helped in the growth of tourism in recent times. 20
9. Explain the Socio - Cultural Impact of Tourism. 20
10. Write an essay on Sustainable Tourism. 20
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