

MASTER OF ARTS (TOURISM MANAGEMENT)

Term-End Examination

December, 2010

01852

MTM-13 : TOURISM OPERATIONS

Time : 3 hours

Maximum Marks : 100

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

1. Identify and explain with suitable examples, the factors outside the control of Tour Operators while packaging, selling and delivery of Tour Packages 20
2. Discuss the importance of community involvement in tourism activities planning process and decision making. 20
3. As a Manager, what are the points that you need to consider if Quality Management strategies are to be successfully implemented ? 20
4. As an Entrepreneur intent on setting up your own Tour operation company, which aspect of the Tourism Industry should you be knowledgeable about ? Elaborate. 20

5. Differentiate between Inbound and Outbound Tour Operation. What are the Supervisory responsibilities of an Inbound Tour Operation Manager ? Discuss. 20
6. As a Tour Escort, what are the important considerations that you ought to take care of, while planning and leading a tour ? Describe. 20
7. "Front office is the heart while Housekeeping is the soul of a hotel". Justify the above statement while enumerating the main functions of each department. 20
8. Write short notes on the following in about 150 words each : 5x4=20
- (i) Forms of Hotel ownership.
 - (ii) Check in Process.
 - (iii) Sources of revenue for Travel Agencies.
 - (iv) Menu Pricing as a cost control tool.
9. Discuss the various types of alcoholic beverages and methods of listing them. Also mention factors and practices which determine Good Cellar Management. 10+10=20

10. Describe the various types of accommodation units operating in the unorganised sector. Compare the service features of an accommodation in the unorganised sector with those provided in the organised sector. 20
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