

Roll No.

MHM–302

Air Travel Operation

Master of Hotel Management (MHM–11/16)

Third Semester, Examination, 2017

Time : 3 Hours

Max. Marks : 40

Note : This paper is of **forty (40)** marks containing **three (03)** Sections A, B and C. Attempt the questions contained in these Sections according to the detailed instructions given therein.

Section–A

(Long Answer Type Questions)

Note : Section ‘A’ contains four (04) long answer type questions of nine and half ($9\frac{1}{2}$) marks each. Learners are required to answer *two* (02) questions only.

1. Write a detailed note on five major periods of tourism development.
2. What do you understand by specialized tourism segments ? Support your answer with appropriate examples from any destination of your choice.
3. Discuss, in detail the objectives of and services offered by, International Air Transport Association.
4. Elaborate upon the guidelines issued by Ministry of Tourism, Government of India for approval of Travel Agencies in the country.

Section-B**(Short Answer Type Questions)**

Note : Section 'B' contains eight (08) short answer type questions of four (04) marks each. Learners are required to answer *four* (04) questions only.

1. What is your opinion about geo-demographic segmentation of tourism market ?
2. Discuss some of the popular travel insurance packages offered to tourists in India. .
3. Throw some light on the objectives of ICAO.
4. What do you understand by passenger load factor ?
5. How can departmentalization in a travel agency improve efficiency of the employees ?
6. Briefly discuss the significance of post-sales service in Air Travel Sector.
7. Write a short note on the major difficulties faced by Travel Agents in the present business scenario.
8. Discuss the factors having positive impacts on yield management.

Section-C**(Objective Type Questions)**

Note : Section 'C' contains ten (10) objective type questions of half $\frac{1}{2}$ mark each. All the questions of this Section are compulsory.

1. Operationally, Travel Agents and Tour Operators are two different types of establishments.
 - (a) Yes
 - (b) No

2. Employment and Income are the components of which type of segmentation ?
 - (a) Geographic
 - (b) Psychographic
 - (c) Demographic
 - (d) None of these
3. PAX is the term usually used for :
 - (a) Employees
 - (b) Tourists
 - (c) Employer
 - (d) None of these
4. IATA has divided the globe into how many traffic conference areas ?
 - (a) 5
 - (b) 4
 - (c) 3
 - (d) 2
5. LCA stands for :
 - (a) Low Cost Airlines
 - (b) Low Cost Airbuses
 - (c) Least Compensations and Allowances
 - (d) None of these
6. PATA membership is open to :
 - (a) Air carriers
 - (b) Land transport
 - (c) Sea carriers
 - (d) All of these

7. In which year did ITDC come into existence ?
 - (a) 1965
 - (b) 1966
 - (c) 1967
 - (d) 1968

8. Where the nearest airport to Mussoorie is located ?
 - (a) Dehradun
 - (b) New Delhi
 - (c) Jolly Grant
 - (d) Rishikesh

9. IATA/FIATA deals with :
 - (a) Passenger travel
 - (b) Air cargo
 - (c) Insurance
 - (d) All of these

10. Demand for travel and tourism is highly dynamic.
 - (a) True
 - (b) False