

**MTM–202/MTTM–202****Introduction to Travel and Hotel Operations**

Master of Tourism and Travel Management

(MTM–12/MTTM–16/17)

Second 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. Define in brief about the core areas of a five star hotel in India.
2. Briefly explain about the market challenges of travel trade and hospitality services.
3. Briefly explain the contribution of IATO in promotion of tourism in India.
4. Briefly explain about the challenges in travel trade business.

**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. Define the IATO.
2. Write a short note on the challenges in Travel Trade Business.
3. Write about the different Types of Travel Agents.
4. Write about the origin of Travel Trade Business.
5. What do you mean by Hospitality ? What is the scope of hospitality in tourism industry ?
6. Write a short note on The Taj Hotel History.
7. Draw an organisational structure of a Travel Agency.
8. Differentiate between travel agency and tour operators.

**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. Star category is classified by ..... .
2. Restaurants must be affiliated to ..... .
3. IATO is an International Agency. (True/False)
4. Travel agency must be affiliated to FHRAI.  
(True/False)

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5. Hotel means home away from home. (True/False)
6. Hotels do not provide food and drinks. (True/False)
7. Resorts are situated in heart of the city. (True/False)
8. Full form of IHA is International Hotel Association.  
(True/False)
9. HAI means Hotel Association of India. (True/False)
10. Hotel is providing laundry facility. (True/False)

