

Roll No. ....

## **MHM–201**

### **Travel Agencies Operation**

Master of Hotel Management (MHM–11/16)

Second Semester, Examination, 2018

**Time : 3 Hours**

**Max. Marks : 40**

**Note :** This paper is of **forty (40)** marks containing **three (03)** Sections A, B and C. Learners are required to 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 Travel Agency. Illustrate the objectives and types of travel agency.
2. What are the various theories which explain travel motivation ? Explain Maslow’s hierarchy of needs and travel motivations.
3. Write a note on ‘Tour itinerary development’.

**(B-93) P. T. O.**

4. Discuss the advantages and disadvantages of the following types of organizational forms of travel agencies :
  - (i) Proprietorship
  - (ii) Limited partnership
  - (iii) Corporation

### **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. Write in detail about the various types of passports.
2. Discuss the factors that influence pricing of a tour.
3. Explain in brief the aims and objectives of TAAI.
4. How do the work conditions of the tour escorts differ from that of the office personnel ?
5. What is niche marketing ?
6. Highlight the importance of a travel medical insurance.
7. What is a voucher ?
8. What is difference between a tour operator and a ground operator ?

### **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.

State whether True/False :

1. A tourist having Indian passport visiting Paris is an inbound tourist for India.

2. The raising and lowering of prices to manipulate sales is called price elasticity.
3. CRS stands for 'Central Reservation System'.
4. A passport is a document issued by a national government which certifies the identity and nationality of its holder.
5. To obtain a credit card it is necessary to have an account in the issuing bank.
6. Agra Car Rental is one among the top car rental in India.
7. HCIMA stands for Hotel Catering and Institutional Management Association.
8. Foreign exchange services are an example of ancillary tourism services.
9. Familiarization trips are commonly used as a motivational tool to promote packages.
10. Newspaper is an electronic media for advertisement.