

Total No. of Pages : 4

Roll No. ....

**MHM - 302**  
**Air Travel Operation**  
**Master of Hotel Management**  
**(MHM-11/16)**  
**3<sup>rd</sup> Semester, Examination-2019**

**Time : 3 Hours**

**Max. Marks : 40**

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Note : This Paper is of Forty (40) marks divided into two (02) Sections A and B. Attempt the questions contained in these sections according to the detailed instructions given therein.

**Section- A**

**(Long-Answer-type questions)**

Note : Section 'A' Contains Three (03) Long-Answer type questions of Ten (10) marks each. Learners are required to answer any two (02) questions only.

**(2 x 10 =20)**

S-205

P. T. O.

**(2)**

1. What do you understand by Tourism?  
Discuss the evolution of tourism in India.
2. What is market segmentation? Explain  
different types of market segmentation  
with suitable examples.
3. Write down the functions of IATA and  
ICAO?

**Section - B**

**(Short-Answer-Type questions)**

Note : Section 'B' contains six (06) Short- answer  
type questions of Five (05) marks each. Learners  
are required to answer any Four (04) questions  
only.

**(4x5=20)**

S-205

**(3)**

1. What do you understand by five freedoms of Air?
2. Write a brief note on Travel agency Operations.
3. Briefly explain the following?
  - (a) Amadeus CRS
  - (b) Yield Management
4. Describe the role and functions of UFTAA.
5. Write down the merits and limitations of E-ticketing?
6. Discuss the factors influencing pricing of tourism products?