

S-559

Total Pages : 4

Roll No. -----

MTTM-202

Introduction to Travel and Hotel Operation

Master of Tourism & Travel Management (MTTM)

2nd Semester, Examination 2022(Dec.)

Time: 2 Hours

Max. Marks: 35

Note : This paper is of Thirty-Five (35) 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 Five (05) long-answer-type questions of Nine and a Half (9½) marks each. Learners are required to answer any two (02) questions only.

[2 x 9½ = 19]

P.T.O.

- Q.1. Define Travel Agency. Also discuss its various functions.
- Q.2. Discuss the role and contribution of travel agency and tour operation business in the growth of tourism business in India.
- Q.3. What are the different types of Travel agents and tour operators?
- Q.4. Briefly explain the Sources of Income of a Travel Agency with suitable example.
- Q.5. Enumerate the various challenges in Tourism and Hospitality marketing in India.

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 any Four (04) questions only.

[4 x 04 = 16]

- Q.1. Discuss the problems and challenges faced by travel agents in India.
- Q.2. What are the differences between inbound and outbound travel operations?
- Q.3. Classify hotels on the basis of location with example.
- Q.4. Discuss the role of Travel agencies in promotion of tourism in India.
- Q.5. List out the differences between travel agency and tour operators.
- Q.6. Explain the Departments of a large size hotel and their functions.

P.T.O.

Q.7. Discuss the procedure of hotel star classification followed in India.

Q.8. Briefly explain the importance of relationship marketing in tourism and hospitality industry.
