

## **MHM–302**

### **Air Travel Operation**

Master of Hotel Management (MHM-11/16)

Third Semester, Examination, 2018

**Time : 3 Hours**

**Max. Marks : 40**

**Note :** This paper is of **forty (40)** marks containing **three (03)** Sections A, B, 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 various types of passports issued by Government of India.
2. Elaborate upon five freedoms of air.
3. Discuss, in detail, the different types of Travel Agency Ownerships along with their benefits and challenges.
4. Suggesting a marketing plan for any type of tour of your choice, throw some light on the considerations you will take care of during the entire exercise.

**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 are the major characteristics of special interest tourists ?
2. Discuss the importance of international agreements for air travel operations.
3. Throw some light on the service offered by IATA.
4. How do you differentiate between advertising and publicity ?
5. What factors do you deem crucial to achieve equilibrium between demand and supply ?
6. Briefly discuss the factors influential for pricing in Air Travel Sector.
7. Write a short note on computer reservation systems.
8. Elucidate on various types of boarding passes.

**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. Due to the changing needs and requirements of the tourists, there is an emerging need for providing all the services under one roof.
  - (a) True
  - (b) False

2. Which of the following facilities are required by the corporate tourists ?
  - (a) Effective communication connectivity
  - (b) Excellent amenities
  - (c) Conference facilities
  - (d) All of the above
3. In the abbreviation *MICE*, 'M' stands for :
  - (a) Market
  - (b) Man-power
  - (c) Meetings
  - (d) Mansions
4. Which of the following is not a supplier for travel agents ?
  - (a) Air lines
  - (b) Hoteliers
  - (c) Government officials
  - (d) Tour guides
5. The marketing mix consists of :
  - (a) Product
  - (b) Price
  - (c) Promotion
  - (d) All of the above
6. Business related tie-ups of a travel organization with suppliers are technically called :
  - (a) Relationships

- (b) Linkages
  - (c) Acquaintance
  - (d) None of these
7. Ashoka Group of Hotels is a commercial wing of :
- (a) ITDC
  - (b) ITC
  - (c) SITA
  - (d) TCI
8. PNR stands for :
- (a) Passenger Number Record
  - (b) Person's Name Record
  - (c) Passenger Name Record
  - (d) Passenger Name Register
9. IATA/UFTAA offer academic programmes in :
- (a) Air ticketing
  - (b) Air cargo
  - (c) Insurance
  - (d) All of the above
10. The term FAM TRIPS stands for :
- (a) Family trips
  - (b) Familiarization trips
  - (c) Familiarization and management trips
  - (d) None of these