

# MHM-201

## Travel Agencies Operation

Master of Hotel Management (MHM-11/16)

Second Semester, Examination, 2019 (June)

**Time : 3 Hours]**

**Max. Marks : 40**

**Note :** This paper is of Forty (40) marks divided into 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 (9½) marks each. Learners are required to answer any two (2) questions only.

(2×9½=19)

1. What is a tourism product? What are the components of a tourism product?
2. What are the various theories which explain travel motivation? Explain, Lundberg's view on travel motivations.

3. What are the different types of tour package? Explain each with examples.
4. Discuss the role of the IATA and the government with respect to granting approval and recognition to a travel agency and also the benefits of such accreditation and recognition, respectively.

### **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. (4×4=16)

1. Write in detail about the various types of visas.
2. What is the purpose of a marketing plan?
3. Explain in brief the aims and objectives of IATO.
4. List the various sources of remuneration for travel agents.
5. What is a cost sheet? Why is it required?
6. Trace the history of car rentals in brief.
7. What are the various types of credit cards?
8. Differentiate between FIT and GIT.

**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. (10 $\times\frac{1}{2}$ =05)

**State whether True/False**

1. A tourist having US passport visiting Agra is outbound tourist for India.
2. A process of exchanging benefits for costs is sales.
3. CRS stands for ' City Recreation Site'
4. 'Tourist Visa' is a type of visa which is valid for ten years.
5. To obtain a debit card it is necessary to have an account in the issuing bank.
6. Delhi Car Rental is one among top car rental in India.
7. FHRAI stand for Federation of Hotel Restaurant Association of India.
8. Insurance services are an example of ancillary tourism services.

9. A business plan allows a manager to understand the potential problems and pitfalls and serves as a road map to profitability.
  10. Web site is an example of electronic media for advertisement.
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