



UTTARAKHAND OPEN UNIVERSITY, HALDWANI (NAINITAL)

उत्तराखण्ड मुक्त विश्वविद्यालय, हल्द्वानी (नैनीताल)

MASTER OF HOTEL MANAGEMENT (MHM-16)

Third Semester Assignment

Session - 2017-18, Summer

Last Date of Submission: 31st October 2017

Session - 2017-18, Winter

Last Date of Submission: 30th April 2018

Course Title: Air Travel Operations

Code: MHM- 302

Year: 2017-18

Maximum Marks: 15

Section - A

Section 'A' contains 08 short answer type questions of 2 marks each. Learners are required to answers 4 questions only. Answers of short answer-type questions must be restricted to 250 words approximately.

Briefly discuss the following:

1. Why do we segment the tourism market?
2. List the some features of fast food outlets.
3. What is a block hour?
4. Write a note on the five freedoms of air travel.
5. List the various activities of UFTAA.
6. Write a short note on post-sale services.
7. What is the purpose of a marketing plan?
8. What do you understand by yield management?

Section - B

Section 'B' contains 04 long answers - type questions of 3½ marks each. Learners are required to answers 02 questions only.

Discuss the following in detail:

1. Write a short note on IATA. Also explain the role played by ICAO and IATA in aviation industry?
2. What is quality? Identify the components of quality and how management achieves quality services.
3. Discuss the functions of CRS. How does CRS help in flight booking?
4. What is e-ticketing? Analyse the various benefits of e-ticketing.