



UTTARAKHAND OPEN UNIVERSITY, HALDWANI (NAINITAL)
उत्तराखण्ड मुक्त विश्वविद्यालय, हल्द्वानी (नैनीताल)

MASTER OF HOTEL MANAGEMENT (MHM-11)

Assignment

Last Date of Submission: 15 May 2014

Course Title: Travel Agency Operations

Course Code: MHM - 201

Session: 2013-14 Summer

Maximum Marks: 20

Section 'A' contains 08 short answer type questions of 2^{1/2} marks each. Learners are required to answer 4 questions only. Answers of short answer-type questions must be restricted to 250 words approximately.

Briefly discuss the following:

- (1) Tour Operator
- (2) Purpose of Tourism
- (3) Government approval of Travel Agency
- (4) Types of tour operators
- (5) Types of Tour Packages
- (6) The influencing factor of Tour Pricing
- (7) Travel Agency promotion
- (8) Ancillary Tourism Services

Section 'B' contains 04 long answer-type questions of 5 marks each. Learners are required to answer 02 questions only.

Discuss the following in detail:

- (1) IATA
- (2) Insurance Services
- (3) Tour Package
- (4) Agency Management