



SCHOOL OF TOURISM, HOSPITALITY AND HOTEL ADMINISTRATION

UTTARAKHAND OPEN UNIVERSITY, HALDWANI (NAINITAL)

उत्तराखण्ड मुक्त विश्वविद्यालय, हल्द्वानी (नैनीताल)

**MASTER OF HOTEL MANAGEMENT
ASSIGNMENT**

Last Date of Submission: 15th May 2016

**Course Title: Travel Agencies Operation
Year: 2015-16**

**Course Code: MHM - 201
Maximum Marks: 20**

SECTION A

This section contains 08 short answer type questions of 2^{1/2} marks each. Learners are required to answer any 04 questions only. Answers of short answer-type questions must be restricted to 250 words approximately.

Briefly discuss the following:

1. What is a tourism product? Explain.
2. What are the functions of a travel agency?
3. What is agency marketing? Why is it undertaken?
4. Differentiate between FIT and GIT.
5. What is a product-market matrix?
6. How did the concept of car rental services evolve?
7. Write in detail about the various types of passports and visas.
8. Discuss the functions of CRS.

SECTION B

This section contains 04 long answer-type questions of 5 marks each. Learners are required to answer any 02 questions only. Answers of long answer-type questions must be restricted to 750 words approximately.

1. Explain travel motivation with the help of Maslow's hierarchy of needs model.
2. What are the components of a tour package. Discuss the various types of tour packages.
3. Explain in detail the history of tour and travel in perspective of Thomas Cook and the American Express Company.
4. Discuss the advantages and disadvantages of the following types of organizational forms of travel agencies:
 - Proprietorship
 - Limited partnership
 - Corporation