



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

MASTER'S IN TOURISM MANAGEMENT (MTM -12)

Last Date of Submission: 15 May, 2013

Course Title: INTRODUCTION TO TRAVEL AND HOTEL OPERATIONS

Semester : 2nd

Course Code: MTM-202

Year: 2012-13

Maximum Marks: 20

Section 'A' contains 08 short answer type questions of 2.5 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. What do you understand by Travel Agent and Tour Operator?
2. What do you understand by TAAI
3. What are the different types of travel Agents?
4. What are the different types of accommodation?
5. What are the various linkages of Tourism
6. What do you understand by HRACC?
7. Write a note on the House Keeping Department.
8. Explain the functions performed by back office department.

Section 'B' contains 04 long answer-type questions of 05 marks each. Learners are required to answers 02 questions only.

- (1) What are the Advantages vis a vis Disadvantages of Multinational Chains with special Reference to India.
- (2) What are the Challenges in Marketing of Travel Trade and Hospitality Services?
- (3) Explain the procedure for Setting up Travel Agency and Tour Operations and Hotel Enterprise in India
- (4) Explain the Role and Contribution of Leading International and national Association/Organization like in Promotion of Tourism.