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Roll No.

MTM-202/MTTM-202

Introduction to Travel and Hotel Operations

Master of Tourism & Travel Management

(MTM-12/MTTM-16/17)

Second Semester, Examination, 2018

Time : 3 Hours

Max. Marks : 40

Note : This paper is of **forty (40)** marks containing **three (03)** Sections A, B and C. Learners are required to 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 ($9\frac{1}{2}$) marks each. Learners are required to answer *two* (02) questions only.

1. Define Hotel. Also classify the hotels.
2. What do you mean by Travel Trade Business ? Write the scope and opportunities of Travel Trade Business.
3. Throw a light on the procedure for setting up a New Travel Agency Business in India and its challenges.

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4. Define in brief about the core functions of a travel agency and also draw the organisational hierarchy of travel agencies.

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 *four* (04) questions only.

1. Define the duties and responsibilities of the Hotel General Manager.
2. Define the nature of Hospitality.
3. Define the role of IATA in the promotion of tourism.
4. Define the challenges of marketing in Travel Trade Services.
5. What are the challenges faced by Travel Trade Business.
6. Differentiate between the travel agent and tour operator.
7. Define the role of trade agents in the tourism business.
8. Define the history of Taj Hotels in India.

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.

Attempt all questions.

1. Hotels do not provided take away facilities.
(True/False)
2. Full form of FHRAI.

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3. Full form of IATA.
4. HAI is the department of Hotel. (True/False)
5. Horticulture is the function of hotel housekeeping.
(True/False)
6. Front office works under the marketing department.
(True/False)
7. Restaurant provides only beverages items. (True/False)
8. BAR provides only food items. (True/False)
9. Hotels come under the Tourism Department.
(True/False)
10. Full form of MAP is Modified African Plan.

