

**A-0252**

**Total Pages : 4**

**Roll No. -----**

**MTTM-202**

**Introduction to Travel and Hotel Operation**

**Master of Tourism & Travel Management (MTTM)**

**2nd Semester Examination 2024 (Dec.)**

**Time: 2:00 hrs**

**Max. Marks: 35**

**Note : This paper is of thirty five (35) marks divided into Two (02) Sections A and B. Attempt the questions contained in these sections according to the detailed instructions given therein. Candidates should limit their answers to the questions on the given answer sheet. No additional (B) answer sheet will be issued.**

**P.T.O.**

## **Section-A**

### **(Long-Answer-Type Questions)**

**Note : Section 'A' contains Five (05) long-answer-type questions of Nine and Half (9½) marks each. Learners are required to answer any Two (02) questions only.**

**(2x9½=19 )**

- Q.1. Explain the origin and developmental history of the travel trade sector and discuss its present status in an international context.
- Q.2. Discuss the organization, departmentation and core functions of a standard travel agency. Provide relevant examples to illustrate.
- Q.3. Explain the growth and development of hotels. Also describe the origin of the concept of hotels.
- Q.4. Discuss the role of ethics, laws and regulations in the smooth functioning of travel trade and hotel operations in India.

- Q.5. What are the challenges in marketing travel trade and hospitality services? Provide strategies to overcome these challenges.

### **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 any Four (04) questions only.**

**[4x4=16]**

- Q.1. Explain the meaning of “hospitality” and describe its various types with examples.
- Q.2. Explain how travel agents and tour operators contribute to the tourism distribution process.
- Q.3. How do fiscal and non-fiscal incentives help travel agencies in India? Provide a brief explanation.

**P.T.O.**

- Q.4. Describe the classification of hotels in India, focusing on its need and scope.
- Q.5. Write in detail about the relationship between the travel agency sector and hospitality industry.
- Q.6. Discuss the significance of multinational hotel chain in India and their advantages and disadvantages.
- Q.7. What is the role of IATA in promoting international tourism and travel trade? Write in detail.
- Q.8. Write in detail about the procedure for setting up a travel agency in India.

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