

Total No. of Pages : 2

Register Number :

**6909**

Name of the Candidate :

**M.B.A. DEGREE EXAMINATION MAY 2014.**

**(HOTEL MANAGEMENT AND TOURISM)**

**(FIRST YEAR)**

**160 — TRAVEL AND TOURISM OPERATIONS**

Time : Three hours

Maximum : 75 marks

---

**SECTION A**

**Answer any FIVE questions. (5 × 3 = 15)**  
**All questions carry equal marks.**

1. Write short note on pilgrimage tourism.
2. List the different modes of transportation.
3. Enumerate the different functions of tour operators.
4. What is meant by pull factor of tourism?
5. Give a brief note on inter regional tourism.
6. List out any three technology innovations in tourism.
7. Write short note on PATA.
8. Define quotation.

**SECTION B**

**Answer any THREE questions. (3 × 10 = 30)**  
**All questions carry equal marks.**

9. Explain the different strategies adopted by tour operators to attract tourist.
10. Write an essay on the growth and development of tourism industry in India.
11. Formulate an organization structure for a tourism business in India.
12. Explain the objectives and functions of travel agency.
13. Discuss the success of new different plans and services of tour operations

**SECTION C****Answer any ONE question.****(1 × 15 = 15)**

14. 'Most of the foreigners are attracted towards Kerala than Tamilnadu' - Explain with suitable reasons.
15. Explain the recent initiatives and marketing activities taken by the travel agencies to attract new customers.
16. Prepare a Model quotation for tour operation of your own Choice.

**SECTION D****(Compulsory)****(1 × 15 = 15)**

17. Explain the impact of terrorism on tourism industry.
-