

YMCA UNIVERSITY OF SCIENCE & TECHNOLOGY, FARIDABAD

MBA 2nd SEMESTER

Tourism Management (MBA/124)

Time: 3 Hours

Max. Marks:60

- Note:*
- 1. It is compulsory to answer all the questions (2 marks each) from Part -1. Answer all questions of Part-1 in short.*
 - 2. Answer any four questions (10 marks each) from Part -2 in detail.*
 - 3. Different parts of the same question are to be attempted adjacent to each other.*

PART -1

Q1 Explain the followings in the context of Tourism Management:

- | | |
|---------------------------|-----|
| (a) Types of Tourist | (2) |
| (b) Medical Tourism | (2) |
| (c) Hospitality industry | (2) |
| (d) Passport | (2) |
| (e) Role of Tourism | (2) |
| (f) Tourist destination | (2) |
| (g) Travel agency | (2) |
| (h) Define SPA | (2) |
| (i) 7 s in Indian Tourism | (2) |
| (j) 5 star hotel facility | (2) |

PART-2

- Q2 (a) Write a short note on Tourism Activities. (5)
(b) Briefly explain the various departments of a hotel. (5)
- Q3 (a) What kind of employment opportunities may arise due to tourism? (5)
(b) Discuss the Impact of Science and Technology on Tourism. (5)
- Q4 India has a lot of potential in tourism, do you agree? What initiatives are taken by Indian Government to strengthen Indian tourism so far? (10)
- Q5 List out the factors affecting tourism demand. Explain the recent trends in tourism worldwide. (5,5)
- Q6 Describe the travel formalities and documents required for international travel in detail. (10)
- Q7 Write a difference between a tour operator and a travel agent. Do you see any linkage among hotels, airlines and transport agencies? (10)
