

Total No. of Questions :5]

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SEAT No. :

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[5659]-3023

M.B.A.

BOS : TOURISM AND HOSPITALITY MANAGEMENT (Spl.)

306 THM - Tourism And Travel Management

(2016 Pattern) (Semester-III)

Time : 2¼ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All questions are compulsory.
- 2) All questions carry equal marks.

Q1) Define Tourist. Explain the different types of Tourists. [10]

OR

Elaborate on the role & functions of international agencies in Hospitality industry.

Q2) What is a travel Agency. State its functions with respect to hotels. [10]

OR

Explain the procedure of establishing a Tour operation company.

Q3) What is a package Tour. Describe the components of package Tour. [10]

OR

Explain the pricing strategies used in package tours.

Q4) Elaborate the concept of travel motivators with suitable examples. [10]

OR

Describe the trend in the growth of healthcare/medical tourism.

Q5) Explain the impact of tourism on environment. [10]

OR

Write short notes (any two)

- a) Evolution of Eco tourism
- b) Typology of Eco-tourists
- c) Eco-tels & Eco-Resorts

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P.T.O.