



[2]

3. Describe the different elements of a tourism destination with suitable examples.

OR

Being a tourism consultant, prepare a check list for planning the adventure tourism activities in a Beach.

4. What is product life cycle ? Do you think that it can be applicable to tourism products. Justify your answer with examples.

OR

What is Rural Tourism and what are the basic purpose of Rural Tourism. Explain answer with examples.

5. Describe the important Beaches of Goa and explain the facilities & amenities available in these beaches for Beach Tourism.

OR

Explain the contribution of Bharat Darsan Train in Promotion of Religious Tourism in India.

IV - (2Yr.) MBA (DDCE) 27 (Gr-I-THM-~~II~~-II) HM

**2010**

**Full Marks - 100**

**Time : As in the programme.**

**The questions are of equal value.**

**Answer ALL questions.**

1. Give an account of growth of Hotel Industry in India.

**OR**

Explain the different types of accomodation available in India.

2. What is Heritage Hotel. Explain the facilities and amentites available in a Heritage Hotel.

**OR**

Write notes on the following.

- (a) Difference between conferences and Bangueting.
- (b) Differences between camping and caravan

*[Cont.*

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3. Describe the organisations & functions of front office of a 5 Star Hotel.

**OR**

Explain the different types of alcoholic beverages available in a Hotel Bar.

4. Write notes on the following :

- (a) Rack rate
- (b) GIT
- (c) FIT
- (d) Check in & check out

**OR**

Explain the procedures to be followed for booking of rooms in a hotel by Travel Agencies & Tour operators.

5. Describe the facilities and amenities available in a Jungle Resorts.

**OR**

Explain the basic concept of Time Share and give an example of any time-share group you know with the area of operation.



IV - (2Yr.) MBA (DDCE) 29 (Gr-I-THM-~~2010~~-IV) TOTM

**2010**

**Full Marks - 70**

**Time : As in the programme.**

**The questions are of equal value.**

**Answer ALL questions.**

1. Explain the different types of travel agency with their organizational set-up.

**OR**

Give an overview of travel agency business in India.

2. Being a travel consultant suggest steps to be taken to open a travel agency in Bhubaneswar.

**OR**

Why a travel agency will do market research before opening the branches in an othercity. Explain.

3. What are the procedures to be followed by a travel agency to be a active member of TAAI.

**OR**

*[Cont.]*

[2]

Explain the need of feasibility report for setting-up of a travel agency in a metrocity.

4. Describe the sources of income for a travel agency and suggest how these sources can be best utilised.

**OR**

What are the steps can be followed for costing of a tour package. Explain with example.

5. Write a note on historical development of SITA travels.

**OR**

Briefly describe the eight freedoms of Air and its use in present days.

IV - (2Yr.) MBA (DDCE) 29 (Gr-I-THM-Maj-IV) TOTM

2010

Full Marks - 100

Time : As in the programme.

The questions are of equal value.

Answer ALL questions.

1. Explain the process of identifying Market segments and selecting Target Markets.

OR

What are the various distribution channel in Travel & Tourism sector. Explain with examples.

2. Describe the sales strategy to be adopted by a tour operator to sale its out bound package tour in Bhubaneswar.

OR

Being a professional Marketing Manager, formulate a strategy to evaluate the Market for a new product you want to Launch.

3. What are the major differences between to organise an association annual meeting and a corporate meeting. Discuss in the point of view of arrangements.

[2]

**OR**

Discuss the various categories of events with examples and suggest the basic duties of a event Manager to organise these events.

4. What is video conferencing and what are the merits and demerits of video conferencing. Explain with examples.

**OR**

Being a event manager how you will organise the following festival for your colony people,

- (a) Holi  
(b) Diwali
5. Highlite the benefits accuring to various stock-holders associated with events industry in various capacities.

**OR**

What type of sponsors would you like to contract for a doctors conference & why ? Explain with examples.