

2082
Diploma Course (Add-on)
Tourism and Travel
Paper –II: Tourism and Management

Time allowed: 3 Hours

Max. Marks: 75

NOTE: Attempt five questions in all, including Question No. I which is compulsory.

x-x-x

- I. Attempt any five of the following:-
 - a) Define Tourism.
 - b) What do you understand by international tourism?
 - c) Define the concept of organisational behaviour in case of travel agencies.
 - d) What is called as global reservations systems?
 - e) How important is Human resource for an organisation?
 - f) What is MICE tourism?
 - g) What are various types of jobs at the Airports?
 - h) What is the role of front office in a hotel? (5x3)
- II. What do you understand by entrepreneurship? Discuss the scope of entrepreneurship in case of tourism industry. (15)
- III. Describe the applicability and importance of management concepts in tourism industry. (15)
- IV. Marketing management is the important functions of management. Justify the statement. (15)
- V. Describe the various functions of management in detail. (15)
- VI. Discuss the importance of internet technology in tourism industry. (15)
- VII. Why understanding of organizational behavior is utmost important for employees and managers? (15)
- VIII. Comment in detail about the financial management of a travel agency business. Also describe the sources of income for travel agencies. (15)

x-x-x