

**BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI
(END SEMESTER EXAMINATION)**

**CLASS: BHMCT
BRANCH: BHMCT**

**SEMESTER : VII
SESSION : MO/2023**

SUBJECT: HM401 TOURISM OPERATIONS

TIME: 3 Hours

FULL MARKS: 50

INSTRUCTIONS:

1. The question paper contains 5 questions each of 10 marks and total 50 marks.
 2. Attempt all questions.
 3. The missing data, if any, may be assumed suitably.
 4. Before attempting the question paper, be sure that you have got the correct question paper.
 5. Tables/Data hand book/Graph paper etc. to be supplied to the candidates in the examination hall.
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|--------|--|-------|----|---|
| Q.1(a) | Write the meaning and nature of tourism. Highlight the important landmarks of tourism as per the historians. | [5] 1 | 1 | |
| Q.1(b) | Differentiate between a travel agent and a tour operator. Discuss their role in tourism promotion in India. | [5] 1 | 2 | |
| Q.2(a) | Explain the process of market research and tour package formulation along with liaising with principles. | [5] 2 | 2 | |
| Q.2(b) | Define tour itinerary. Discuss the method of costing, elements, and importance between FIT and GIT costing. | [5] 2 | 3 | |
| Q.3(a) | Highlight the difference between domestic and international ticketing along with their billing and payment procedure. | [5] 3 | 2 | 3 |
| Q.3(b) | Write an essay on international travel formalities. | [5] 3 | 3 | 3 |
| Q.4(a) | Define sustainable development in context with tourism. List the important factors responsible in sustainable development of tourism in any destination. | [5] 4 | 3 | 4 |
| Q.4(b) | Write short notes on the following: - (i) Multiplier Effect, (ii) Carrying Capacity. | [5] 4 | 3 | 4 |
| Q.5(a) | Write the relevancy of an organizational hierarchy in tourism industry and the role of international organization. | [5] 5 | 3 | |
| Q.5(b) | Discuss the role and responsibility of IATA and ICAO along with the freedoms of Air. | [5] 5 | 4 | |

:::21/11/2023:::M