

TILAK MAHARASHTRA VIDYAPEETH, PUNE
BBA IN HOTEL AND TOURISM OPERATION
EXAMINATION: MAY 2024
FOURTH SEMESTER

Subject : - Tourism Studies-II (TS-514412)

Date: 16/05/2024

Total Marks: 60

Time: 10.00 am to 12.30 pm

Instructions: 1) Each question carries equal marks.
2) Attempt any 06 questions

- Q. 1** Explain concerns at planning stage. **(10)**
- Q. 2** 1. Inter-sectoral linkages in tourism operations. Explain **(10)**
2. Promotional activities targeted at intermediaries as a bulk business. Explain
- Q. 3** 1. Promotional issues in travel management. **(10)**
2. State the process of setting up a tour operation company.
- Q. 4** List and explain in detail elements in tourism operations. **(10)**
- Q. 5** Explain following activities of managing in-house operations: **(10)**
1. Itinerary Preparation
2. Costing a tour
- Q. 6** Write 5 activities each under inbound and outbound tour operations. **(10)**
- Q. 7** List and explain factors that influence distribution system in tourism. **(10)**
- Q. 8** Write in detail about managing recruitment and trained manpower in tourism operations. **(10)**
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