| Roll No. Tota | al No. of Pages : 02 |
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Total No. of Questions: 09

M.Sc.(ATHM) (2015 & Onwards) (Sem.-3)
TOURISM MANAGEMENT

Subject Code: PTA-203 M.Code: 70694

Time: 3 Hrs. Max. Marks: 60

#### **INSTRUCTION TO CANDIDATES:**

- SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
- 2. SECTION-B contains FIVE questions carrying FIVE marks each and students has to attempt any FOUR questions.
- 3. SECTION-C contains THREE questions carrying TEN marks each and students has to attempt any TWO questions.

### **SECTION-A**

# 1. Answer the following:

- a) Convention
- b) Segmentation
- c) cuisine
- d) Fixed cost
- e) PPP
- f) Breakeven point
- g) Podium
- h) Cross training
- i) Overhead
- j) Performance Appraisal

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## **SECTION-B**

- 2) Marketing intermediaries for tourism
- 3) State and explain the sources of working capital.
- 4) Role of State Tourism Department in the preservation of heritage sites in the state.
- 5) Give a brief of the marketing activities undertaken by tour operator.
- 6) Discuss various levels of Management.

### **SECTION-C**

- 7. Discuss the major responsibilities of financial manager in tourism sector.
- 8. "Event plays an important role in attracting tourist to a destination". Justify the statement with the help of suitable examples.
- 9. Write an essay on the Human resource development in Tourism Industry.

NOTE: Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.

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