

INBOUND OPERATION MANAGEMENT
End- Semester Examination of MBA (TTM) – 1ST Semester

Course Title: Inbound Operation Management

Course Code: PGTTM3C0002T

Time- 03 Hrs

Total Marks: 100

Section-A

*All questions are compulsory in this section. Each question carries 1.5 marks
(1.5 X 10 = 15)*

1. GITB stands for _____
a. Gujarat International Tourism Board
b. Great Indian Travel Bazaar
c. Great International Travel Bureau
d. None of the above
2. Travel boutique Online is the largest _____
a. B2B company
b. C2C company
c. B2C company
d. B2T company
3. Adhai Din ka Jhonpra is in _____
a. Ajmer
b. Bikaner
c. Jaisalmer
d. Jaipur
4. How is Kushinagar related to the life of Buddha
a. First Sermon
b. Parinirvana
c. Born
d. Enlightenment
5. Indrail passes are valid for a maximum of _____
a. 90 Days
b. 80 Days
c. 70 Days
d. 60 Days
6. Kuoni Travel (India) Pvt. Ltd. was basically a _____ based company
a. Germany
b. Australia
c. Switzerland
d. UK
7. Which of the following country do not provide VOA to the Indian Citizens?
a. Seychelles
b. Cambodia
c. Macau
d. Spain
8. The person who travels and stays with a tourist group is called _____
a. Guide
b. Tour Escort
c. Ground Operator
d. Tour Manager

9. Which of the following is not an important competency for the tourism professionals?
- | | |
|--------------------|-------------------------|
| a. Time Management | b. Self Confidence |
| c. Amicability | d. Commercial Awareness |
10. Which is the most widely used GDS system?
- | | |
|------------|--------------------------|
| a. Sabre | b. Galileo International |
| c. Amadeus | d. World Span |

Section-B

Answer any 5 questions, at least one from each unit. Each question carries 8 marks

(8 X 5 = 40)

UNIT I

1. Discuss the Inbound Tourism scenario in India.
Or
2. Give an account of the major travel-trade fairs and exhibitions of India.

UNIT II

3. Discuss the major Buddhist circuits of India.
Or
4. Write a detailed note on the Churches of Goa.

UNIT III

5. Write an essay on Palace on wheels.
Or
6. Discuss the famous Toy Trains of India.

UNIT IV

7. What is an Itinerary? Discuss its various features.
Or
8. Explain the linkages that are important for a travel agency?

UNIT V

9. What makes Makemytrip Pvt. Ltd. the number one travel organisation to work in India?
Or
10. What are the various Global Distribution Systems used in travel business?

Section-C

Answer any 3 questions. Question 5 (case study question) is compulsory. Each question carries 15 marks

(15 X 3 = 45)

1. What is Inbound Tourism? Discuss the various source markets of Inbound Tourism and its importance to India.
2. Discuss the tourist circuits of Ladakh.
3. Give an account of comparative analysis of old and established trade organisations with the upcoming and contemporary organisations with suitable examples.
4. Give a detailed account of the motivations of an Inbound Tourist.
5. Analyse the following case and give answers

In the recent years, tourism in India has seen exponential growth. India is one of the most preferred destinations for both overseas and domestic travelers. Due to tourism, the international travelers are able to understand and experience India's cultural diversity first hand.

The tremendous progress made by the Indian economy has enabled the growth of tourism in India. India is vibrant, passionate, crowded and bursting with life. Our multi-faceted past reminds the visitor of the diverse culture everywhere which is very much alive & pulsating. Medical tourism is one of the fastest growing segments in India. India has been able to have influence on other countries, due to certain factors like highly skilled doctors, cost effective treatment, improved quality of private healthcare, etc. Some of the common treatments for which overseas patients come to India are heart surgery, knee transplant, cosmetic surgery and dental care. India's traditional rejuvenation therapy like yoga and ayurvedic therapy are also becoming popular.

India's varied geographical and climatic conditions offer excellent opportunity for adventure sports. In recent times the popularity of adventure tourism has increased. Adventure sports like river rafting, rock climbing, mountaineering, trekking, skiing, snow climbing, scuba diving and angling can be undertaken in the country and the country offers multiple locations to choose from.

Questions

- Q1. What has made India a sought after destination for International travellers?
- Q2. Apart from the conventional tourism forms, what are the future avenues of tourism in India?
- Q3. What steps must be taken in order to place India among the top tourist destinations of the world in the coming years?