	Utech
Name:	(4)
Roll No.:	To place by Executing and Explana
Invigilator's Signature :	

CS/BHM/SEM-5/HM-513/2009-10 2009

TRAVEL & TOURISM MANAGEMENT

Time Allotted: 3 Hours Full Marks: 70

The figures in the margin indicate full marks.

Candidates are required to give their answers in their own words as far as practicable.

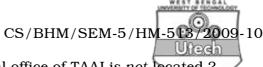
GROUP - A (Multiple Choice Type Questions)

- 1. Choose the correct alternatives of the following: $10 \times 1 = 10$
 - i) Where is Dwaraka?
 - a) Gujarat
 - b) Mumbai
 - c) Tamil Nadu
 - d) Goa.
 - ii) Where is Black Pagoda?
 - a) Konark b) Karnataka
 - c) Kerala d) Ujjain.

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iii)	Wha	at is the full form of IA	ATO ?	Uffeeh	
	a)	Indian Association of	of Tour (Operators	
	b)	International Associ	ation of	Travel Operators	
	c)	Indian Association of Travel Opaerators			
	d)	Intercontinental Association of Tour Operators.			
iv)	Where is the head office of IATA?				
	a)	Montreal	b)	Madrid	
	c)	Brussels	d)	Barcelona.	
v)			Thomas	s Cook started operating	
	package tours.				
	a)	1841	b)	1848	
	c)	1855	d)	1835.	
vi)	Tou	r operators who	promot	e tours to domestic	
	destinations are called				
	a)	inbound	b)	outbound	
	c)	domestic	d)	mass market.	
vii)	Whe	ere is Gir National Par	rk?		
	a)	Mumbai	b)	Gujarat	
	c)	Kolkata	d)	Delhi.	



viii) Where is the regional office of TAAI is not located '

- a) Kolkata
- b) Chennai

c) Delhi

- d) Thiruvannanthapurm.
- ix) When is the World Tourism Day celebrated?
 - a) 21st January
- b) 22nd October
- c) 27th September
- d) 2nd October.
- x) Betla National Park is situated in
 - a) Jharkhand
- b) Bihar

c) Orissa

d) Chattisgarh.

GROUP – B (Short Answer Type Questions)

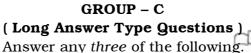
Answer any three of the following.

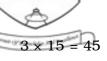
 $3 \times 5 = 15$

- 2. Explain the organizational structure of travel agency.
- 3. Explain the importance of Geography in Tourism.
- 4. Discuss in detail the role of FHRAI.
- 5. What is package tour? Write all the types of package tour.
- 6. What are the two different organizations related to tourism industry? Discuss.

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- 7. What are the major transport systems in India? Explain the importance of transport in tourism. 5 + 10
- 8. Explain the role of travel agency and tour operators in the promotion of tourism. Make a detailed tour itinerary of Kerala and Rajasthan for 5 days each. 5 + 10
- 9. What do you mean by tourism? Explain the different types and forms of tourism. 5 + 5 + 5
- 10. What is product in the context of tourism industry? What are the features of a tourism product? 5 + 10

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