TRAVEL AGENCY & TOUR OPERATION (SEMESTER - 2)

CS/BTTM/SEM-2/TTM-202/09

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1.	Signature of Invigilator														
2.	Signature of the Officer-in-Charge	No.													
	Roll No. of the Candidate														
	CS/BTTN ENGINEERING & MAN TRAVEL AGENCY & T	AGEN	MEN	IT E	EX/	AM	INA	TI	ON	5, J	UN			 - 2	;)

Time : 3 Hours]

[Full Marks: 70

INSTRUCTIONS TO THE CANDIDATES :

- 1. This Booklet is a Question-cum-Answer Booklet. The Booklet consists of **32 pages**. The questions of this concerned subject commence from Page No. 3.
- 2. In Group – A, Questions are of Multiple Choice type. You have to write the correct choice in the a) box provided against each question.
 - For Groups B & C you have to answer the questions in the space provided marked 'Answer b) Sheet'. Questions of Group - B are Short answer type. Questions of Group - C are Long answer type. Write on both sides of the paper.
- 3. Fill in your Roll No. in the box provided as in your Admit Card before answering the questions.
- Read the instructions given inside carefully before answering. 4.
- 5. You should not forget to write the corresponding question numbers while answering.
- Do not write your name or put any special mark in the booklet that may disclose your identity, which will 6. render you liable to disqualification. Any candidate found copying will be subject to Disciplinary Action under the relevant rules.
- 7. Use of Mobile Phone and Programmable Calculator is totally prohibited in the examination hall.
- You should return the booklet to the invigilator at the end of the examination and should not take any 8. page of this booklet with you outside the examination hall, which will lead to disqualification. 9.
 - Rough work, if necessary is to be done in this booklet only and cross it through.

No additional sheets are to be used and no loose paper will be provided

FOR OFFICE USE / EVALUATION ONLY

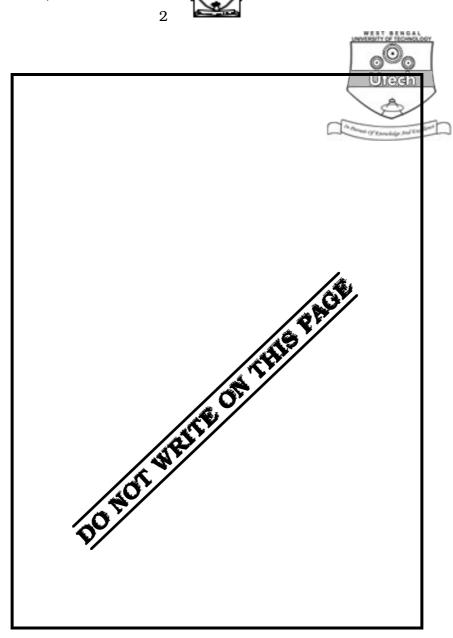
Marks Obtained

		Gı	oup	– A			Gro	up –	в	Gro	up -	- C		
Guestion Number													Total Marks	Examiner's Signature
Marks Obtained														

..... Head-Examiner/Co-Ordinator/Scrutineer

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ENGINEERING & MANAGEMENT EXAMINATIONS, JUNE - 2009 TRAVEL AGENCY & TOUR OPERATION SEMESTER - 2

Time : 3 Hours]



GROUP – A

(Multiple Choice Type Questions)

- 1. Choose the correct alternatives for any *ten* of the following : $10 \times 1 = 10$
 - i) Any package tour including two or more components such as airfare and accommodation, designed for specific client
 - a) Free independent travel b) Group incentive travel
 - c) Leisure travel d) Inclusive travel.
 - ii) In the parlance of tourism administration, a tour operator is considered to be a
 - a) retailer b) wholesaler
 - c) ultimate service provider d) none of these.
 - iii) "Bharat Dekho" is popular campaign done for domestic tourism by
 - a) SITA b) SOTC
 - c) Cox and Kings d) Thomas Cook.

iv) The largest airbus currently associated with Singapore Airlines is

- a) Airbus A 400 b) Airbus A 380
- c) Airbus A 360 d) Airbus A 390.
- v) Who founded the American Express ?
 - a) Richard Cox b) Henry Wells & William Fargo
 - c) Arthur Conan Doyle d) None of these.

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		4	\leq										
vi)	Full	form of WATA is		UNVERT OF HONOLOUY									
	a)	World Association of Travel Ag	gents										
	b) World Association of Transport Agents												
	C)	World Association of Tour Age	nts	A Annual (V Example of Examples									
	d)	World Assimilation of Travel A	gents.										
vii)	0 de	egree latitude passes over											
	a)	Greenland	b)	Greenwich									
	c)	Green bay	d)	London.									
viii)	One	e of the fastest trains of the worl	d the S	SGV runs through									
	a)	France	b)	Japan									
	c)	China	d)	United Kingdom.									
ix)	PNF	R stands for											
	a)	Passenger Name Reservation	b)	Passenger Name Record									
	c)	Past No Record	d)	Passenger Name Request.									
X)	Gar	ib Rath is a special train inaugu	ırated	by the Railway Minister for t	he benefit								
	of tl	he people willing to	travel	to the pilgrimage destinations	s of India.								
	a)	weaker	b)	middle class									
	c)	upper middle class	d)	religious.									
xi)	Mas	s tourism is alternative to											
	a)	Alternative tourism	b)	Special Interest Tourism									
	c)	Pilgrimage	d)	None of these.									
xii)	IAT	O stands for											
	a)	International Association of To	our Op	erator									
	b)	Indian Association of Tour Op	erators	3									
	c)	Indian Association of Travel O	rganisa	ation									
	d)	None of these.	0										
xiii)	Whi	ch tour operating company intro	oduced	Travel Vouchers ?									
	a)	Thomas Cook	b)	SITA Travels									
	c)	SOTC	d)	American Express.									

2.

3.

4.



GROUP – B

5

(Short Answer Type Questions)

Answer any <i>three</i> of the following.	< 5 = 15
Define tour operator. Describe the interrelationship between travel agency a	nd tour
operation.	2 + 3
What are tourism intermediaries ? Discuss about the various types.	2 + 3
What is the role of IATO in modern tourism ?	5

- 5. Who is a tourist guide ? What are the qualities necessary for a tourist guide ? 2 + 3
- 6. What is the concept of WATA guidelines ?

GROUP – C

(Long Answer Type Questions)

Answer any three questions.	$3 \times 15 = 45$
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5

7.	Discuss about the various types of to	ur operators prese	ent in India.	What roles do they
	perform ?			10 + 5
8	What is the concept of NTO 2 D	escribe the role (of TAAI in t	the development of

- 8. What is the concept of N.T.O. ? Describe the role of TAAI in the development of tourism in India. 5 + 10
- 9. Give a brief sketch of the organization chart of a large travel agency. Explain its various components. Also give examples of some reputed travel agencies of India. 5 + 5 + 5
- 10. Describe the emergence of Thomas Cook in tourism industry. 15
- 11. Describe the history and growth of travel trade in India.

END