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



Time : 3 Hours]

[Full Marks : 70

GROUP – A

(Multiple Choice Type Questions)

1. Choose the correct alternatives for any *ten* of the following : 10 × 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.



- vi) Full form of WATA is
 - a) World Association of Travel Agents
 - b) World Association of Transport Agents
 - c) World Association of Tour Agents
 - d) World Assimilation of Travel Agents.

- vii) 0 degree latitude passes over
 - a) Greenland
 - b) Greenwich
 - c) Green bay
 - d) London.

- viii) One of the fastest trains of the world the SGV runs through
 - a) France
 - b) Japan
 - c) China
 - d) United Kingdom.

- ix) PNR stands for
 - a) Passenger Name Reservation
 - b) Passenger Name Record
 - c) Past No Record
 - d) Passenger Name Request.

- x) Garib Rath is a special train inaugurated by the Railway Minister for the benefit of the people willing to travel to the pilgrimage destinations of India.
 - a) weaker
 - b) middle class
 - c) upper middle class
 - d) religious.

- xi) Mass tourism is alternative to
 - a) Alternative tourism
 - b) Special Interest Tourism
 - c) Pilgrimage
 - d) None of these.

- xii) IATO stands for
 - a) International Association of Tour Operator
 - b) Indian Association of Tour Operators
 - c) Indian Association of Travel Organisation
 - d) None of these.

- xiii) Which tour operating company introduced Travel Vouchers ?
 - a) Thomas Cook
 - b) SITA Travels
 - c) SOTC
 - d) American Express.



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GROUP – B

(Short Answer Type Questions)

Answer any *three* of the following.



3 × 5 = 15

2. Define tour operator. Describe the interrelationship between travel agency and tour operation. 2 + 3
3. What are tourism intermediaries ? Discuss about the various types. 2 + 3
4. 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 ? 5

GROUP – C

(Long Answer Type Questions)

Answer any *three* questions.

3 × 15 = 45

7. Discuss about the various types of tour operators present in India. What roles do they perform ? 10 + 5
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. 15

END