



Name :

Roll No. :

Invigilator's Signature :

CS/BTTM/SEM-2/TTM-202/2011

2011

TRAVEL AGENCY & TOUR OPERATION

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 for the following :

10 × 1 = 10

- i) The oldest travel agent in India is
 - a) Cox & Kings
 - b) Club Mahindra
 - c) Jeena & Company
 - d) none of these.
- ii) One of the fastest trains of the world the TGV runs through
 - a) France
 - b) China
 - c) Japan
 - d) U.K.
- iii) Kouni is a parent company of
 - a) SOTC
 - b) TCI
 - c) Thomas Cook
 - d) Cox and Kings.

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- iv) Pax Docket is related to
- a) Marketing
 - b) Sales
 - c) Costing
 - d) Documentation.
- v) Who founded the American Express ?
- a) Richard Cox
 - b) Henry Wells and William Fargo
 - c) Arthur Conan Doyle
 - d) Inder Sharma.
- vi) Full form of W.A.T.A. 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) PNR stands for
- a) Passenger Name Reservation
 - b) Passenger Name Record
 - c) Past No Record
 - d) Passenger Name Request.
- viii) Thomas Cook first organised the package tour in which of the following years ?
- a) 1840
 - b) 1842
 - c) 1845
 - d) 1849.



- ix) FIT stands for
- a) Free International Travel
 - b) Free International Tourism
 - c) Free Individual Traveller
 - d) Fake International Tourist.
- x) Headquarters of TAAI is located at
- a) New Delhi
 - b) Mumbai
 - c) Bangalore
 - d) Chennai.

GROUP – B

(Short Answer Type Questions)

Answer any *three* of the following. $3 \times 5 = 15$

2. What are the basic differences between a travel agent and a tour operator ?
3. What are the major documents need to be produced to the ministry of tourism for approval ?
4. Being a travel agent, how will you take care of a tourist as per WATA guidelines ?
5. What do you mean by retail travel agent ? How is it different from wholesale travel agent ?
6. Briefly explain the emergence of American Express.

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GROUP – C

(Long Answer Type Questions)

Answer any *three* of the following. $3 \times 15 = 45$

7. Identify the problems faced by the travel agents in the present day and suggest how they should diversify their business to overcome these problems.
8. Discuss in detail the development of travel trade in India.
9. Analyse the role of travel intermediaries in the travel industry and discuss their present status in Indian travel market.
10. In your opinion, which international regulation influence the travel business most ? Discuss its key features ?
11. Write short notes on the following :
 - a) Types of tour operators
 - b) Objectives and functions of IATO
 - c) Travel agent/tour operator and its relationship with suppliers.

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