



- ix) PNR stands for
- a) Passenger Name Record
 - b) Passenger Name Reservation
 - c) Prime Number Request
 - d) None of these.
- x) Who founded the American Express ?
- a) Richard Cox
 - b) Henry Wells & William Fargo
 - c) Arthur Conan Doyle
 - d) None of them.
- xi) Mass Tourism is alternative to
- a) Alternative Tourism
 - b) Special Interest Tourism
 - c) Pilgrimage
 - d) None of these.
- xii) Which Tour operating company introduced Travel Vouchers ?
- a) Thomas Cook
 - b) SITA Travels
 - c) SOTC
 - d) American Express.

GROUP - B

(Short Answer Type Questions)

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

2. What are Tourism intermediaries ? Discuss about the various types.

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3. Who is Tourist Guide ? What are the qualities necessary for a Tourist Guide ?
4. State the guidelines that are to be observed while registering for a Travel Agency.
5. Briefly explain the emergence of American Express.
6. Discuss the important impact of automation on modern day travel agency.

GROUP - C

(Long Answer Type Questions)

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

7. Discuss about the different types of tour operators. What roles do they perform ? Do you think that they make a positive contribution to Indian tourism ? $5 + 5 + 5$
8. Who is a tour guide ? What is his importance in modern tourism ? What are the qualities required to be a tour guide ? $2 + 6 + 7$
9. Write a brief note about the emergence of Thomas Cook in travel industry.
10. Briefly describe the functions of a travel agency.
11. What is the concept of N.T.O. ? Describe the role of TAAI in the development of tourism in India. $5 + 10$

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