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Nar	ne :	•••••		•••••					
Roll	l No. :	•••••	•••••		The Party of Exercising 2nd Explorer				
Invi	igilato	r's Si	ignature :						
CS/BTTM/SEM-2/TTM-202/2013									
			2013						
	T	RAV	VEL AGENCY & TO)UR	OPERATION				
Time Allotted: 3 Hours					Full Marks : 70				
		Th	e figures in the margin i	ndica	te 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 any ten of the following									
	$10 \times 1 = 10$ i) American Express started business in the year								
	1)	AIII	erican Express started i	Jusin	less in the year				
		a)	1945	b)	1967				
		c)	1941	d)	1975.				
	ii) LHR is the airport code of								
		a)	Heathrow	b)	Narita				
		c)	Charles de Gaulle	d)	Boston Logan.				

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iii)	Validity of Tourist Visa in India is						
	a)	90 days	b)	180 days			
	c)	30 days	d)	none of these.			
iv)	The	he oldest travel agent in India is					
	a)	Cox & Kings	b)	Club Mahindra			
	c)	Jeena & Company	d)	None of these.			
v)	Kouni is the parent company of						
	a)	SOTC	b)	TCI			
	c)	Thomas Cook	d)	Cox & Kings.			
vi)	Full	ll form of W.A.T.A. is					
	a)	World Association of Travel Agent					
	b)	World Association of Transport Agent					
	c)	World Association of Tour Agent					
	d)	World Assimilation of Travel Agent.					
vii)	A tour operator, according to Tourism Operation is a						
	a)	manufacturer	b)	wholesaler			
	c)	retailer	d)	none of these.			
viii)	'God's own country' is a campaign phrase by						
	a)	Kerala Torism	b)	Orissa Torism			
	c)	Andhra Tourism	d)	Sikkim Torism.			



- 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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