



Name : .....

Roll No. : .....

Invigilator's Signature : .....

**CS/BTTM/SEM-2/TTM-202/2010**

**2010**

**TRAVEL AGENCY AND TOUR OPERATIONS**

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 any *ten* of the following :

10 × 1 = 10

- i) A tour operator, according to tourism operations is a
  - a) manufacturer
  - b) wholesaler
  - c) retailer
  - d) none of them.
- ii) Gods own country is a campaign phrase by
  - a) Kerala Tourism
  - b) Orissa Tourism
  - c) Andhra Tourism
  - d) Sikkim Tourism.
- iii) Any tourism synonymous with off beat travel destination and activities is commonly known as
  - a) heritage tourism
  - b) old age tourism
  - c) religious tourism
  - d) special interest tourism.

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- iv) Which of the following company first introduced the 'Travel Voucher' ?
- a) SOTC
  - b) SITA
  - c) American Express
  - d) Thomas Cook.
- v) Alternative tourism is opposite of
- a) Adventure tourism
  - b) Mass tourism
  - c) Medical tourism
  - d) Golf tourism.
- vi) The Kolkata Guwahati Garib Rath Express starts from
- a) Sealdah station
  - b) Howrah station
  - c) Santragachhi station
  - d) Kolkata station.
- vii) The full form of IATO is
- a) Indian Association of Tour Operators
  - b) International Association of Tour Operators
  - c) Italian Airlines Travel Organisation
  - d) none of these.
- viii) The 'Taj' chain of Hotels are owned by
- a) Birlas
  - b) Oberois
  - c) Air India
  - d) Tatas.
- ix) Visa is a/an
- a) Identity card
  - b) facilitation document for free journey
  - c) endorsement placed in passport.



- x) PNR stands for
- a) Passenger Name Record
  - b) Passenger Name Reservation
  - c) Prime Number Request
  - d) none of these.
- xi) A credit card is an instrument which can only be issued by
- a) RBI
  - b) Ministry of Finance, GOT,
  - c) Income Tax Dept.
  - d) Banks.
- xii) A guide and an escort are
- a) same people having two different names
  - b) different people having different scope of job
  - c) none of these.
- xiii) Incentive tour is tour which means
- a) the tourists are given incentives
  - b) accommodation is made free by the tour operator
  - c) comprises of tourists which are paid by companies as incentives to their staffs, dealers or wholesalers.
- xiv) The Orient Express is operated by
- a) Maharashtra Tourism    b) Rajasthan Tourism
  - c) Delhi Tourism              d) Gujarat Tourism.



**GROUP – B**

**( Short Answer Type Questions )**

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

2. Enumerate the typical differences between a guide and an escort. What are they attributes for becoming a successful guide ?
3. What are tour packages ? How should the packaging be done to ensure successful and profitable packages ?
4. State the guidelines that are to be observed while registering for a Travel Agency.
5. How would you control the menace of facts in tourism destinations ?
6. Who are the major intermediaries in a tour package ? How is the distribution system managed ?

**GROUP – C**

**( Long Answer Type Questions )**

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

7. The WATA guidelines states a list of directives that are conducive for smooth and hassle-free tourism. Discuss the guidelines in details.
8. Elaborate on the role played by IATO in modern day tourism.
9. Discuss the functions and operations of a medium size Travel Agency in a Metropolitan City.
10. Describe the history and growth of the travel trade in India.
11. Write specific notes ( any *three* ) detailing the following in brief :
  - i) TAAI
  - ii) ASTA
  - iii) UFTAA
  - iv) PATA
  - v) ITDC.