Name :	
Roll No. :	Andrew (V Knowledge Stat Knowledge
Invigilator's Signature :	

CS/B.TTM/SEM-5/TTM-504A/2009-10 2009 TRAVEL AGENCY MANAGEMENT – I

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 : $10 \times 1 = 10$
 - i) The origin of professional travel started in Europe in
 - a) 1941 b) 1841
 - c) 1942 d) 1945.

ii) The starting point of a person's journey is called

- a) origin b) destination
- c) journey d) none of these.

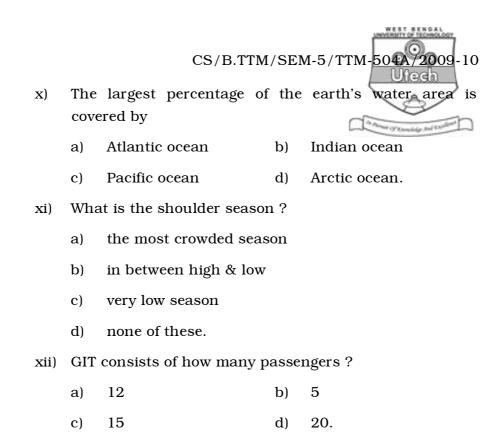
iii) The register office of TAAI is in

- a) Delhi b) Kolkata
- c) Mumbai d) Chennai.

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iv)	The	ne city code of Chennai is			
	a)	MAD	b)	MAA (Consider and Consider	
	c)	CHI	d)	CNN.	
V)	OAC	OAG is related to			
	a)	Railway transport	b)	Air transport	
	c)	Hotel	d)	Water transport.	
vi)	Credit Card was introduced by				
	a)	American Express			
	b)	b) Thomas Cook and Sons			
	c)	Cocks and Kings			
	d)	Sita Travels.			
vii)	Alwa	lwar is in			
	a)	Gujarat	b)	Bihar	
	c)	Punjab	d)	Rajasthan.	
viii)	Which one is world heritage site ?				
	a)	Humayun Tomb	b)	Udaigiri caves	
	C)	Gateway of India	d)	Golconda fort.	
ix)	The	most important cha	racte	ristics for choosing a	
	destination are weather, entertainment, language, cost factors and				
		beach	b)	sightspeing	
	a)		b)	sightseeing none of these.	
	c)	restaurants	d)	none of mese.	

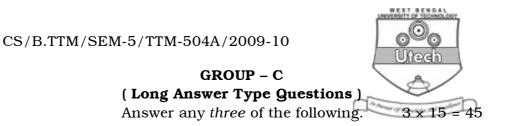


GROUP – B (Short Answer Type Questions)

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

- 2. Bring out the development of travel agency business in modern tourism.
- 3. What is commission ? Discuss in brief.
- 4. What is NTO ? Explain in brief.
- Draw an organisational structure of a travel agency. Mention its various departments.
- 6. How is a travel agent different from a tour operator ?

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- 7. Explain the formalities that a travel agency need to fulfil to get the approval of IATA. Why is it necessary to get IATA approval ?
 10 + 5
- 8. Do you consider that travel agency business has played the role of a positive catalyst in the development of domestic tourism business in India ? Express your view with suitable examples.
- 9. Write an essay on the sources of income for a travel agency.
- 10. What role do ITDC and Department of Tourism play in Indian tourism development ?
- 11. Discuss how you will set up your own travel agency. Mention the different entrepreneurial skills that are necessary to be a part of you in this regard.
 8 + 7

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