



Name :

Roll No. :

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 × 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.



- iv) The city code of Chennai is
- a) MAD
 - b) MAA
 - c) CHI
 - d) CNN.
- v) 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) Thomas Cook and Sons
 - c) Cocks and Kings
 - d) Sita Travels.
- vii) Alwar 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 characteristics for choosing a destination are weather, entertainment, language, cost factors and
- a) beach
 - b) sightseeing
 - c) restaurants
 - d) none of these.



- x) The largest percentage of the earth's water area is covered by
- a) Atlantic ocean b) Indian ocean
c) Pacific ocean d) Arctic ocean.
- xi) What is the shoulder season ?
- a) the most crowded season
b) in between high & low
c) very low season
d) none of these.
- xii) GIT consists of how many passengers ?
- a) 12 b) 5
c) 15 d) 20.

GROUP – B

(Short Answer Type Questions)

Answer any *three* of the following. 3 × 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.
5. 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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GROUP – C

(Long Answer Type Questions)

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

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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