



Name : .....

Roll No. : .....

Invigilator's Signature : .....

**CS/BTTM/SEM-5/TTM-504A/2010-11**

**2010-11**

**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 the following :  $10 \times 1 = 10$

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

- |            |                   |
|------------|-------------------|
| a) Origin  | b) Destination    |
| c) Journey | d) None of these. |

ii) The register office of TAAI is at

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

iii) Wildlife tourism guidelines of India were drafted in

- |         |          |
|---------|----------|
| a) 1994 | b) 2001  |
| c) 2007 | d) 1900. |



- iv) International Tourism is the world's largest
- Export earner
  - Growing industry
  - Gross domestic product
  - None of these.
- v) Headquarters of TCI is in
- New Delhi
  - Chennai
  - Mumbai
  - Kolkata.
- vi) Working in a travel agency is
- Sophisticated specialized business
  - Challenge
  - Boring
  - None of these.
- vii) Kummi is the traditional folk dance from
- Bihar
  - Kerala
  - Tamil Nadu
  - Karnataka.
- viii) Which Indian in the modern period of India wrote in English "Untouchable" ( 1935 ) and "Coolie" ( 1936 ) ?
- R. K Narayan
  - Arundati Roy
  - Mulk Raj Anand
  - Nayana Tara Saigal.
- ix) Mricchakatika was written in Sanskrit by
- Kalidasa
  - Shudraka
  - Chanakya
  - Bhasa.
- x) The world tourism organization is
- ASTA
  - STAA
  - ASAT
  - AITA.



**GROUP – B**

**( Short Answer Type Questions )**

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

2. Where is the National Museum situated ? What are their collections for display ?
3. Briefly write on Agra Fort.
4. Briefly write on Indian Theatre – Classical, Traditional and Modern.
5. What is retail travel agency ? What are the functions of travel agency ? Describe sources of income of travel agency.
6. Define Tour Operator. What are the qualities require of tour operator manager ? Describe interrelationship between travel agency & tour operator.
7. Explain the rules of IATA approval of travel agency. Describe marketing strategies for a new travel agency.

**GROUP – C**

**( Long Answer Type Questions )**

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

8. Describe past, present and future of travel trade in India.
9. Discuss about the emergence of Thomas Cook in the tourism industry. Prepare an itinerary for Mumbai – Goa tour for a newly married couple.
10. Why is Tourism called an industry ? Explain the functions of tourism.
11. How the World Tourism Organizations and Associations have a role ?
12. When was IATA established ? Discuss the functions of IATA.

