	Utech
Name:	
Roll No.:	A Sprag (y Exercising and Explana)
Invigilator's Signature :	

CS/BTTM/SEM-5/TTM-504A/2011-12 2011

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 origin of professional travel started in
 - a) 1940

b) 1941

c) 1942

- d) 1945.
- ii) 'AIP' function related to
 - a) approval of foreign exchange department
 - b) approval of travel agency
 - c) approval of tour operator
 - d) none of these.

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iii)	Ame	erican Express started	its bu	Siness operation in
	a)	1945	b)	1967
	c)	1941	d)	1975.
iv)	Clearing house of IATA is located at			
	a)	Montreal	b)	Geneva
	c)	Frankfurt	d)	Bangkok.
v)	IATA was founded in the year			
	a)	1950	b)	1960
	c)	1945	d)	1942.
vi)	Sur	urgent Committee was formed in the year		
	a)	1940	b)	1942
	c)	1945	d)	1949.
vii)	Which of the following body is authorise to provide st			authorise to provide star
	classifications in India ?			
	a)	Department of Touris	m	
	b)	FHRAI		
	c)	HRACC		
	d)	ITDC.		
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viii) Persons visting as Transit Visa to India is valid for

a) 7 days

- 15 days b)
- c) 20 days
- d) 30 days.
- ITDC was established in which year? ix)
 - 1958 a)

b) 1962

c) 1966

- d) 1968.
- The place in India where white tiger breeding take place X)
 - a) Sundarban
- b) Gir
- Nandan Kanan c)
- d) Kanha.

GROUP - B

(Short Answer Type Questions)

Answer any three of the following.

 $3 \times 5 = 15$

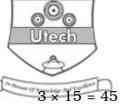
- 2. Why do studies of travel industry require interdisciplinary approaches?
- What factors fostered the growth of travel? 3.
- What are the important differences between the operation of 4. a retail travel agency versus those of a tour wholesaler?
- 5. In what ways are travel agencies becoming more globalised?
- Explain the different sources of income of a travel agency. 6.

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GROUP - C

(Long Answer Type Questions)

Answer any three of the following.



- 7. What are the primary problems facing international airlines?

 How does IATA fit into this picture?
- 8. State the procedure to make your travel agency approved by Ministry of Tourism, Govt. of India.
- Define travel agency. Briefly explain the functions of a wholesale travel agency. Draw an organisation structure of a travel agency.
- 10. Discuss about the emergence of Thomas Cook in travel industry. Name five internationally reputed travel agency operating in India.
- 11. Briefly explain the role of Department of Tourism, Govt. of India to promote tourism in India with special reference to "Incredible India Campaign".

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