



Name :

Roll No. :

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 × 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.



- iii) American Express started its business 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) Surgent Committee was formed in the year
 - a) 1940
 - b) 1942
 - c) 1945
 - d) 1949.

- vii) Which of the following body is authorise to provide star classifications in India ?
 - a) Department of Tourism
 - b) FHRAI
 - c) HRACC
 - d) ITDC.



viii) Persons visting as Transit Visa to India is valid for

- a) 7 days b) 15 days
c) 20 days d) 30 days.

ix) ITDC was established in which year ?

- a) 1958 b) 1962
c) 1966 d) 1968.

x) The place in India where white tiger breeding take place

- a) Sundarban b) Gir
c) Nandan Kanan d) Kanha.

GROUP – B

(Short Answer Type Questions)

Answer any *three* of the following. 3 × 5 = 15

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

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GROUP – C

(Long Answer Type Questions)

Answer any *three* of the following.

3 × 15 = 45

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.
9. 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".

