



Name : .....  
Roll No. : .....  
Invigilator's Signature : .....

**CS/BTTM/SEM-5/TTM-504A/2012-13**

**2012**

**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 of the following :  $10 \times 1 = 10$ 
  - i) The origin professional travel started in
    - a) 1940
    - b) 1941
    - 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
    - a) Delhi
    - b) Kolkata
    - c) Mumbai
    - d) Chennai.
  - iv) Which of these is not a continent ?
    - a) Europe
    - b) Africa
    - c) Australia
    - d) Australasia.



- v) 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.
- vi) The largest percentage of the earth's water area is covered by
- a) Atlantic ocean
  - b) Indian ocean
  - c) Pacific ocean
  - d) Arctic ocean.
- vii) What is the shoulder season –
- a) The most crowded season
  - b) In-between high & low
  - c) Very low season
  - d) None of these.
- viii) American Express company starter business in –
- a) 1945
  - b) 1967
  - c) 1941
  - d) 1975.
- ix) Headquarters of TCI is in –
- a) Delhi
  - b) Mumbai
  - c) Chennai
  - d) Kolkata.
- x) International Tourism is the world's largest –
- a) Export earner
  - b) Growing industry
  - c) Gross domestic product
  - d) None of these.



**GROUP – B**

**( Short Answer Type Questions )**

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

2. Write short note on TAAI 2 + 3
3. Write a note on DOT (Department of Tourism, Govt. of India)
4. Write short note on Travel Formalities
5. Write short note on IATA

**GROUP – C**

**( Long Answer Type Questions )**

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

6. What is retail travel agency ? What are the functions of travel agency ? Describe sources of income of travel agency.
  7. Define Tour Operator ? What are the qualities require of tour operator manager ? Describe interrelationship between travel agency & tour operator.
  8. Explain rules of IATA approval of Travel agency. Describe marketing strategies for a new travel agency.
  9. Discuss about the emergence of Thomas Cook in the tourism industry. Pre-prepare an itinerary for Mumbai-Goa tour for a newly married couple.
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