Name :	
Roll No. :	A Annual Without and Excellent
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.

[Turn over

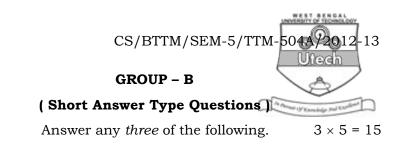
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- v) The most important characteristics for choosing a destination are weather, entertainment, language, cost factors and –
 - a) Beach b) Sightseeing
 - c) Restaurants d) None of these.
- vi) The largest percentage of the earth's water area is covered by
 - a) Atlantic ocean b) Indian ocean
 - c) Pacific ocean d) Arctic ocean.
- vii) What is the shoulder season
 - a) The most crowed 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.



- 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-pare an itinerary for Mumbai-Goa tour for a newly married couple.