



Name :

Roll No. :

Invigilator's Signature :

CS/BTTM/SEM-5/TTM-505A/2009-10

2009

TRAVEL AGENCY MANAGEMENT – II

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 any *ten* of the following : 10 × 1 = 10

i) American Express Company started business in

- | | |
|---------|----------|
| a) 1945 | b) 1867 |
| c) 1841 | d) 1975. |

ii) Travel Corporation of India Ltd. was established in the year

- | | |
|---------|----------|
| a) 1961 | b) 1951 |
| c) 1955 | d) 1965. |

iii) TAAI was established in the year

- | | |
|---------|----------|
| a) 1944 | b) 1941 |
| c) 1955 | d) 1951. |



- iv) The Travelers Cheque system was introduced by
- a) Thomas Cook b) Henry Well
- c) Rowland Hill d) Richard Cox.
- v) PTT stands for
- a) Personal Travel Ticket
- b) Personal Tour Ticket
- c) Professional Travel Ticket
- d) Passenger Tour Ticket.
- vi) Which beach of Goa is called as 'Queen of Beaches' ?
- a) Anjuna b) Calangute
- c) Dona Paula d) Bogmalo.
- vii) Where desert festival takes place every year ?
- a) Jaisalmer b) Jaipur
- c) Bijapur d) Hyderabad.
- viii) The Taj Mahal is a
- a) Fort b) Mosque
- c) Tomb d) Temple.
- ix) ASTA was established in the year
- a) 1931 b) 1941
- c) 1944 d) 1951.



- x) The headquarters of WATA are located in
- a) Singapore b) New York
c) Manila d) Geneva.
- xi) UFTAA was founded in the year
- a) 1977 b) 1970
c) 1966 d) 1960.
- xii) Changi airport is situated in
- a) Bangkok b) Singapore
c) Hongkong d) Manila.
- xiii) The number of international airports in London is
- a) 2 b) 3
c) 5 d) 8.

GROUP – B
(Short Answer Type Questions)

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

2. Explain different products of a travel agent.
3. Write the benefit of IATA approval.
4. Explain retail & wholesale travel agents.
5. Write a short note on WATA.
6. Write short note on tourism intermediaries.

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GROUP – C
(Long Answer Type Questions)

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

7. What is travel agency ? Discuss about various products of a travel agency. Explain each product.
8. Explain the various services of a travel agency.
9. What do you mean by the term “Marketing of Travel” ? Explain the relevance in today’s world.
10. Prepare an itinerary for 13 days to Delhi — Shimla — Kulu — Manali — Rotang — Dharmasala — Dehradun — Delhi. Mention all the important information necessary for the tourist for the tour.
11. Plan a twelve day itinerary for a Chinese group. They want to visit sea beach, Buddhist religious places, national parks and hill stations in India. Make itinerary covering these above mentioned places.
