



Name :

Roll No. :

Invigilator's Signature :

CS/BTTM/SEM-5/TTM-505A/2010-11

2010-11

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 the following : $10 \times 1 = 10$
 - i) Visa is a company dealing with
 - a) Debit card
 - b) Visa
 - c) Passport
 - d) Credit card.
 - ii) A Travel Agent does
 - a) Retail Business
 - b) Wholesale Business
 - c) Distribution Business
 - d) Chain Marketing Business.
 - iii) ITDC is the corporation under the
 - a) Dept. of Tourism, Govt. of India
 - b) Dept. of Culture, Govt. of India
 - c) Dept. of Aviation, Govt. of India
 - d) Dept. of Entertainment, Govt. of India.

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- iv) Travel Agents issue to the intending tourist
- a) Visas b) Passports
- c) Vouchers d) Money receipts.
- v) The desert festival is held at
- a) Khajuraho b) Jaisalmer
- c) Jaipur d) Jodhpur.
- vi) Which city is called the Queen of Hills ?
- a) Mussourie b) Ooty
- c) Shimla d) Darjeeling.
- vii) The 'Deccan Queen' is a tourist
- a) Bus b) Ship
- c) Airplane d) Train.
- viii) The Taj Mahal is a
- a) Fort b) Mosque
- c) Temple d) Tomb.
- ix) IATA was founded in
- a) 1950 b) 1960
- c) 1945 d) 1982.
- x) Calcutta (Kolkata) is known as the city of
- a) Beggars b) Babies
- c) Palaces d) Processions.



GROUP – B

(Short Answer Type Questions)

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

2. One of the main tasks of a Travel Agency is distributing. Elaborate on it.
3. What do you understand by a Car Rental Agency ? What are the main functions of a Car Rental Agency ?
4. Who is an 'Escort' ? What are the attributes that a person should possess to become a successful 'Escort' ?
5. Write a short note on the Dept. of Tourism, Govt. of India.
6. Describe the various tourism products that are offered by a Travel Agency.
7. Who are Tourist guides ? What are their utility in tourist spots ? Describe briefly.

GROUP – C

(Long Answer Type Questions)

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

8. What do you understand by a Travel Agency ? What are the functions of a Travel Agency ? Which are the most income generating functions of a large size Travel Agency ?
9. Describe the history and emergence of travel trade in India.
10. How would you rated a Travel Agency which has been newly formed ? What are the tourism products on which marketing stress are to be given ? Answer with examples.
11. Discuss about the emergence of Thomas Cook and Cox & Kings in the tourism industry. Prepare a tour itinerary of the Golden Triangle by car originating from New Delhi, for 4 nights and 5 days. Indicate the approximate cost.