



Name :
Roll No. :
Invigilator's Signature :

CS/BTTM/SEM-5/TTM-505A/2011-12

2011

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) Which beach of Goa is called as "Queen of Beaches" ?
 - a) Anjuna
 - b) Calangute
 - c) Dona Paula
 - d) Bogmalo.
 - ii) Desert festival is organised in which place
 - a) Jaipur
 - b) Jaisalmer
 - c) Jodhpur
 - d) Bijapur.
 - iii) Which country in the world receives maximum No. of tourists ?
 - a) Australia
 - b) U.S.A.
 - c) France
 - d) Switzerland.
 - iv) Head quarters of IATO is located at
 - a) Delhi
 - b) Bombay
 - c) Chennai
 - d) Agra.



- v) Passport is issued by
- a) Ministry of Home affairs
 - b) Ministry of External affairs
 - c) Ministry of Foreign affairs
 - d) Ministry of Defence.
- vi) Kaliko Museum is famous for
- a) Utensils
 - b) Terracotta
 - c) Plain leaf paintings
 - d) Butterflies.
- vii) TAAI was formed in the year
- a) 1952
 - b) 1950
 - c) 1945
 - d) 1955.
- viii) The term "scanty baggage" is related to which department of a hotel ?
- a) Front office
 - b) Housekeeping
 - c) F & B Service
 - d) Engineering and Maintenance.
- ix) Which of the following is the fastest train in the world ?
- a) Amtrak
 - b) Bullet train
 - c) Euro Rail
 - d) T G V.
- x) The two-letter airline code of Indigo Airlines is
- a) IG
 - b) 9W
 - c) 6E
 - d) IT.



GROUP – B

(Short Answer Type Questions)

Answer any *three* of the following.

3 × 5 = 15

2. What responsibilities does a travel agent have towards client ?
3. Explain different products a travel agent generally deals with.
4. Write a note on tourism intermediaries.
5. Describe the counselling functions of a travel agent.
6. Write a note on different sources of hotel booking.

GROUP – C

(Long Answer Type Questions)

Answer any *three* of the following. 3 × 15 = 45

7. How might the development of advance information technology system affect the future of the travel agency business ?
8. Briefly explain the role and functions of car rental companies operating in India. Name five car rental companies (internationally reputed) having their operation in India.
9. State and explain the travel agency distribution system in brief.
10. What do you mean by marketing of travel ? Explain marketing strategies for a new travel agency for promoting the travel product.
11. "Planning an itinerary is a creative exercise. " Substantiate this statement by explaining the do's and dont's while planning itinerary by air.