



Name :

Roll No. :

Invigilator's Signature :

**CS/BTTM/SEM-5/TTM-505A/2012-13
2012**

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 × 1 = 10

- i) American Express Company started business in
 - a) 1945
 - b) 1867
 - c) 1841
 - d) 1975.
- ii) Headquarters of TCI is in
 - a) Delhi
 - b) Mumbai
 - c) Chennai
 - d) Kolkata.
- iii) International Tourism is the world's largest
 - a) Export earner
 - b) Growing industry
 - c) Gross domestic product
 - d) None of these.



- iv) IATA founded in
- a) 1950 b) 1960
- c) 1945 d) 1982.
- v) Working in a travel agency is
- a) Sophisticated specialized business
- b) Challenge
- c) Boring
- d) None of these.
- vi) The Ramayana and Mahabharata fall under
- a) Dharma Shastra b) The Brahmans
- c) Upanishad d) Epics.
- vii) The first Tirthankar was called
- a) Rahul b) Rahiv
- c) Rishabha d) Mahavira.
- viii) Which beach of Goa is called as 'Queen of Beaches' ?
- a) Anjuna b) Calangute
- c) Dona Paula d) Bogmalo.
- ix) Where is desert festival takes place every year ?
- a) Jaisalmer b) Jaipur
- c) Bijapur d) Hyderabad.
- x) The Taj Mahal is a
- a) Fort b) Mosque
- c) Tomb d) Temple.



GROUP - B

(Short Answer Type Questions)

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

2. Explain different products of a travel agent.
3. Describe the Organization Structure of travel agency.
4. Write short note on Tourism Intermediaries.
5. Write short note on Dept. of Tourism (DOT), Govt. of India.

GROUP - C

(Long Answer Type Questions)

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

6. What do you mean by marketing of travel ? Explain marketing strategies for new travel agency for promoting the travel products.
7. Explain rules of IATA approval of travel agency. Describe the marketing strategies for a new travel agency.
8. Describe history and development of travel trade in India.
9. Describe about the emergence of Cox & Kings and SOTC in the tourism industry. Prepare an itinerary for Golden Triangle of India.

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