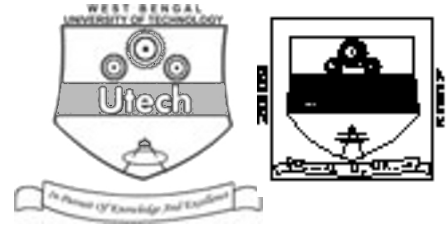


TRAVEL AGENCY MANAGEMENT-III (SEMESTER - 6)

CS / BTTM / SEM-6 / TTM-605A / 09



1.
Signature of Invigilator

2. **Reg. No.**

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Roll No. of the Candidate

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CS / BTTM / SEM-6 / TTM-605A / 09
ENGINEERING & MANAGEMENT EXAMINATIONS, JUNE – 2009
TRAVEL AGENCY MANAGEMENT-III (SEMESTER - 6)

Time : 3 Hours]

[Full Marks : 70

INSTRUCTIONS TO THE CANDIDATES :

1. This Booklet is a Question-cum-Answer Booklet. The Booklet consists of **32 pages**. The questions of this concerned subject commence from Page No. 3.
2. a) In **Group – A**, Questions are of Multiple Choice type. You have to write the correct choice in the box provided **against each question**.
b) For **Groups – B & C** you have to answer the questions in the space provided marked 'Answer Sheet'. Questions of **Group – B** are Short answer type. Questions of **Group – C** are Long answer type. Write on both sides of the paper.
3. **Fill in your Roll No. in the box** provided as in your Admit Card before answering the questions.
4. Read the instructions given inside carefully before answering.
5. You should not forget to write the corresponding question numbers while answering.
6. Do not write your name or put any special mark in the booklet that may disclose your identity, which will render you liable to disqualification. Any candidate found copying will be subject to Disciplinary Action under the relevant rules.
7. **Use of Mobile Phone and Programmable Calculator is totally prohibited in the examination hall.**
8. You should return the booklet to the invigilator at the end of the examination and should not take any page of this booklet with you outside the examination hall, **which will lead to disqualification**.
9. Rough work, if necessary is to be done in this booklet only and cross it through.

No additional sheets are to be used and no loose paper will be provided

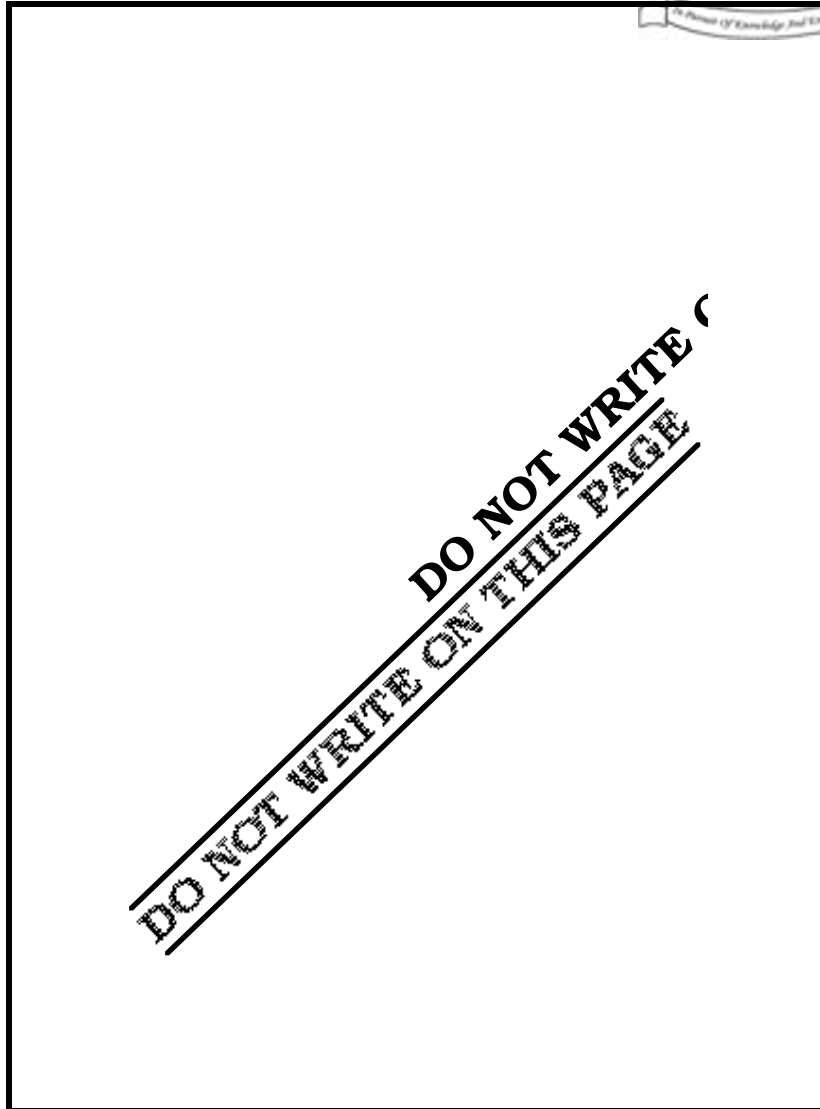
FOR OFFICE USE / EVALUATION ONLY

Marks Obtained

	Group – A								Group – B				Group – C							
Question Number																			Total Marks	Examiner's Signature
Marks Obtained																				

.....
Head-Examiner / Co-Ordinator / Scrutineer

6646 (03/06)





ENGINEERING & MANAGEMENT EXAMINATIONS, JUNE – 2009
TRAVEL AGENCY MANAGEMENT-III
SEMESTER - 6



Time : 3 Hours]

[Full Marks : 70

GROUP – A

(Multiple Choice Type Questions)

1. Choose the correct alternatives for any *ten* of the following : 10 × 1 = 10
- i) Mass tourism is alternative to
 - a) Alternative tourism
 - b) Special Interest tourism
 - c) Pilgrimage
 - d) none of these.

 - ii) Ground handling is a common term used mostly in
 - a) Hotel industry
 - b) Airlines industry
 - c) Govt. Tourist Office
 - d) none of these.

 - iii) The fact about Daily Sales Report involves
 - a) the amount of sales made in a day recorded
 - b) that it is always sent to the marketing manager by sales executives for analysis of the sales
 - c) both (a) and (b)
 - d) none of these.

 - iv) American Express is known to people as
 - a) Credit Card (Amex)
 - b) Bank
 - c) Tour operator
 - d) all of these.



v) Which tour operator company introduced Travel Voucher?

- a) SOTC
- b) SITA
- c) Thomas Cook
- d) American Express.



vi) The acronym of PNR is

- a) Passenger Not Related
- b) Passenger Not Recorded
- c) Passenger Name Record
- d) none of these.

vii) A travel retailer plays an active role in

- a) product distribution
- b) integration of consumer and producer need
- c) customer risk management
- d) none of these.

viii) Minimum Connecting Time is associated with

- a) Airlines
- b) Cruise lines
- c) Buses
- d) Trains.

ix) A person can find OAG code in

- a) air ticket
- b) train ticket
- c) international bus ticket
- d) none of these.

x) Kazakhstan is a country in the continent of

- a) Asia
- b) Europe
- c) South America
- d) Australia.

xi) Paro is the airport in

- a) Sri Lanka
- b) Nepal
- c) Bhutan
- d) none of these.

xii) The Airline Code of Jet Airways is

- a) TW
- b) 9W
- c) SW
- d) 6W.



5

GROUP – B

(Short Answer Type Questions)

Answer any *three* of the following questions.



3 × 5 = 15

2. Discuss about the different types of CRS systems in practice in Airlines ticketing.
3. What are the different products of a travel agency ?
4. Explain in brief the origin of Travel Agency.
5. Write a note on TAAI.
6. Discuss about the free baggage allowance in an airline.

GROUP – C

(Long Answer Type Questions)

Answer any *three* of the following questions.

3 × 15 = 45

7. What do you mean by Travel Agency ? What are the functions of travel agency ?
Describe sources of income of Travel Agency. 2 + 5 + 8
8. Write in brief the different types of information that a tourist can get from an airline ticket. 15
9. Write an essay on Global Distribution System and its importance. 15
10. Describe the role of travel agency for promoting Indian tourism. 15
11. Discuss about the emergence of TCI and Cox and Kings in the tourism industry.
Mention their functions. 8 + 7

END