



Name :

Roll No. :

Invigilator's Signature :

CS/BTTM/SEM-6/TTM-601A/2010

2010

TRAVEL AGENCY MANAGEMENT — III

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) The full form of GSA is
 - a) General Sales Agent
 - b) Globas Sales Authority
 - c) Greewich Sandwich Arrivals
 - d) None of these.
- ii) American Express is commonly referred as
 - a) Credit card
 - b) Exam
 - c) AMEX
 - d) None of these.
- iii) The Headquarters of T.C.I is in
 - a) Kolkata
 - b) Mumbai
 - c) Chennai
 - d) Delhi.

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- iv) A Travel Agent is a
- a) Wholesaler b) Retailer
- c) Distributor d) None of them.
- v) GDS is the acronym for
- a) Gujarat Delhi Sewerage
- b) General Distribution System
- c) Global Distribution System.
- vi) ETA means
- a) Estimated Time Arrival
- b) Estimated Tour Agency
- c) Environmental Tour Associations
- d) None of these.
- vii) The code CCU stands for
- a) Coimbatore b) Chennai
- c) Calicut d) Kolkata.
- viii) A tourist can locate the OAG code in
- a) Bus ticket b) Air ticket
- c) Train ticket d) None of these.
- ix) The airline code of Indigo Airlines is
- a) SW b) TW
- c) GW d) IG.



- x) A travel voucher issued by a Travel Agent is generally related to
- a) Airlines services
 - b) Hotel services and accommodation
 - c) Shopping
 - d) None of these.
- xi) An F.I.T is usually a tourist who comes along with
- a) Group Travel
 - b) India individually
 - c) Conference delegates
 - d) None of these.
- xii) Chandigarh is the capital of
- a) H.P
 - b) Punjab
 - c) Haryana
 - d) Punjab and Haryana.

GROUP – B

(Short Answer Type Questions)

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

2. Discuss the different types of CRS prevalent in Airlines ticketing
3. Write in details the origin of Travel Agency.
4. Why is TAAI the most important Travel & Tourism Organisation of India ? Discuss in detail.
5. Write a short note on IATO.
6. What do you understand by WATA guidelines ? Describe the merits.

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GROUP – C

(Long Answer Type Questions)

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

7. Briefly explain about Chicago convention. What are the prohibited items in an aircraft ?
8. What do you understand by Travel Agency ? What are the functions of a Travel Agency ? Describe the chief sources of income of a Travel Agency.
9. Write a comprehensive essay on global distribution system and its importance.
10. Define a tour operator. What are the attributes that a Tour Leader should possess ? Describe the interrelationship between a Tour Operator and a Travel Agency.
11. Discuss the emergence of TCI (India) and Cox and Kings (Internationally) as the major players in the travel and tourism Industry.

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