



Name : .....  
Roll No. : .....  
Invigilator's Signature : .....

**CS/BTTM/SEM-2/TTM-202/2012**

**2012**

**TRAVEL AGENCY AND TOUR OPERATION**

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) American Express started business in the year
    - a) 1945
    - b) 1967
    - c) 1941
    - d) 1975.
  - ii) Which of the following is not a continent ?
    - a) Europe
    - b) Africa
    - c) Australia
    - d) Australasia.
  - iii) LHR is the airport code of
    - a) Heathrow
    - b) Narita
    - c) Charles de Gaulle
    - d) Boston Logan Airport.
  - iv) Validity of a tourist visa in India is
    - a) 90 days
    - b) 180 days
    - c) 30 days
    - d) none of these.

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- v) Hotel coupon first issued by  
a) Thomas Cook                      b) Cox & Kings  
c) SOTC                                  d) American Express.
- vi) The Headquarters of IATO is located at  
a) Kolkata                                b) New Delhi  
c) Mumbai                               d) Bangalore.
- vii) Area survey of a destination is an integral part of  
a) Tour package design  
b) Tour package planning  
c) Confidential tariff arrangements  
d) Seasonal consideration.
- viii) TAAI was established in the year  
a) 1948                                  b) 1950  
c) 1951                                  d) 1952.
- ix) Tailor made package tour emphasises mostly on  
a) Time management  
b) Customer interest  
c) Destination characteristics  
d) Cost control.
- x) Who conduct regional level guide-training programme on behalf of Minister of Tourism, Govt. of India ?  
a) HTTM                                  b) IHM  
c) ITDC                                  d) HITHM.

**GROUP – B**

**( Short Answer Type Questions )**

Answer any *three* of the following.                      3 × 5 = 15

2. Differentiate between tour operator and travel agent.
3. Identify two indirect tourism intermediaries and discuss their functions.
4. Discuss the major functions of wholesale travel agency.



5. Discuss the important impact of automation on modern day travel agency.
6. How can different partners be used by a tour operator to improve profitability ?

**GROUP – C**

**( Long Answer Type Questions )**

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

7. What are the primary sources of income for travel agencies ? Discuss the problems associated with these sources.
8. Explain the factors that have led to mass tourism.
9. What is ASTA ? Explain the role of function of ASTA for travel and tourism promotion in U.S.A.
10. Write down the procedure to make your tour operator approved by Ministry of Tourism, Govt. of India.
11. Write short notes on the following :
  - a) WATA guidelines
  - b) Travel organisation
  - c) Travel agency appointments.

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