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Code No. : 22842 E Sub. Code : JMTO 5 C

B.A. (CBCS) DEGREE EXAMINATION,  
NOVEMBER 2018.

Fifth Semester

Tourism and Hospitality Management – Main

*Elective* — TRAVEL AGENCY MANAGEMENT

(For those who joined in July 2016 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer.

1. Name the leader who planned and established the Travel Agency.  
(a) Marco Polo  
(b) Thomas cook  
(c) Vascodagama  
(d) Hieun Tsang

2. Who is the founder of Travel Agent Association in India?

(a) Bullmen (b) Ratan Tata  
(c) Katgara (d) Oberai

3. One of the chief functions of Travel agency is \_\_\_\_\_.

(a) currency clearance  
(b) publishing magazine  
(c) organising seminars  
(d) issuing credit cards

4. The credit card system was first used by \_\_\_\_\_.

(a) American Express company  
(b) British Travel Association  
(c) PATA  
(d) TAAI

5. "Spas" is related to \_\_\_\_\_ bath.

(a) sun  
(b) beach  
(c) surf riding  
(d) medicinal

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6. Which Indian Bank permitted Travel Agents for currency clearance to the intending clients?
- Indian Bank
  - Bharat State Bank
  - Reserve Bank of India
  - Indian Overseas Bank
7. Travellers of ancient period mostly used \_\_\_\_\_.
- road transport
  - sea transport
  - air transport
  - rail transport
8. \_\_\_\_\_ State Government operates the palace on wheels train.
- Maharashtra
  - Gujarat
  - Karnataka
  - Rajasthan
9. Tourist plan is designed by \_\_\_\_\_.
- Tourist guide
  - Tour operator
  - Travel agent
  - District collector
10. The famous magazine "Travel News" was published by \_\_\_\_\_.
- TAAI
  - ASTA
  - PATA
  - IATO

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

Answer should not exceed 250 words.

11. (a) Point out the characteristic features of Travel Agents.

Or

- (b) "Thomas Cook is considered as the first organizer of Travel Agency" – Prove the statement.

12. (a) What are the sources of income for Travel Agencies?

Or

- (b) Give an account on IATA's rules and regulation.

13. (a) List out the merits and demerits of Package Tour.

Or

- (b) Outline the various commission given to the Travel Agents.



14. (a) Outline the significance of Rail Transport in India.

Or

- (b) Bring out the significance of Air Transport for the development of International tourism.

15. (a) Prove the activities of Travel Agents Association in India.

Or

- (b) Describe the origin and purpose of ASTA.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).

Answer should not exceed 600 words.

16. (a) Examine the main functions of Tour operators.

Or

- (b) Clarify the origin and development of Travel Agency in India.

17. (a) Point out the main divisions of Travel Agencies.

Or

- (b) Give an account on the rules and regulations of the approval of Travel agency by the Indian Government.

18. (a) Review the various challenges faced by Indian tourism today.

Or

- (b) Define the term "Itinerary".

19. (a) Explain the advantages of Road Transport.

Or

- (b) Assess the role of Airways in Tourism.

20. (a) Explain the structure of WATA.

Or

- (b) List out the important public relation media's related to Tourism.

