

(6 Pages) **Reg. No. :**

(6 Pages) **Reg. No. :**

**Code No. : 12161 E Sub. Code : JMTO 5 C/
SETO 5 B**

B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2021.

Fifth Semester

Tourism and Hospital Management — Main

Major 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 answers :

1. Name the traveller who was considered as the first travel agent
 - (a) Marcopolo
 - (b) Thomas cook
 - (c) Heiun Tsang
 - (d) Vascoda Gama

2. The head quarter of the world association of travel agents is situated in _____
- (a) Paris (b) Rome
(c) Geneva (d) Berlin
3. One of the chief functions of travel agency is _____
- (a) Reservation
(b) Publishing magazine
(c) Organising seminars
(d) Issuing credit cards
4. The chief aim of IATA is _____
- (a) To promote sale
(b) Issuing training to travel agents
(c) To safeguard the passenger
(d) Issuing air tickets
5. In India the new tourism policy was introduced in _____
- (a) 1945 (b) 1967
(c) 1985 (d) 1992

6. Travel agents were considered as —————
(a) Good broker (b) Good employer
(c) Good teacher (d) Good translator
7. ————— is the backbone of hospitality industry.
(a) Restaurants (b) Transports
(c) Hospitals (d) Accommodations
8. The foreign tourist used —————
(a) sea (b) road
(c) rail (d) air
9. The head quarters of PATA is in —————
(a) Washington (b) San Francisco
(c) New York (d) London
10. In which place does international air transport association found?
(a) Hague (b) Manila
(c) Chicago (d) Manredam

PART B — ($5 \times 5 = 25$ marks)

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

Each answer should not exceed 250 words.

11. (a) Who are the travel agents? Explain.

Or

- (b) Explain the kinds of travel agencies.

12. (a) Define partnership. State its special features.

Or

- (b) Give an account on the various approvals obtained by travel agencies.

13. (a) Assess the role of travel agencies for itinerary preparation.

Or

- (b) What are the components of package tour?

14. (a) What are the suggestions to promote tourism in India?

Or

- (b) Trace the challenges faced by the air transport in India.

15. (a) Point out the aims and objectives of Indian association of tour operators.

Or

- (b) Bring out the advantages of world association of travel agencies.

PART C — ($5 \times 8 = 40$ marks)

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

Each answer should not exceed 600 words.

16. (a) Describe the fundamental duties of travel agent.

Or

- (b) Who are the tour operators? Explain their nature.

17. (a) What is documentation? Review the need for the documentation in travel agency.

Or

- (b) Point out the steps involved in market research.

18. (a) Is tourism a profitable industry? Prove.

Or

- (b) Briefly discuss the scenario of package tour.

19. (a) Describe the role of transport in the development of tourism in India.

Or

- (b) Assess the role of hotels in tourism.

20. (a) Outline the structure of ASTA.

Or

- (b) What is tourism product? State its feature.
