

19. (a) How does a tour operator disseminate information on destination?

Or

- (b) Compare and contrast a tour operator and a travel agent.

20. (a) Discuss the various functions of ITDC.

Or

- (b) Discuss the contribution of government in travel trade business.

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MASTER OF TOURISM MANAGEMENT (CBCS)
DEGREE EXAMINATION, NOVEMBER 2011.

First Semester

TRAVEL AGENCY MANAGEMENT

(For those who joined in July 2009 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL the questions.

1. Point out the importance of Visa.
2. What is the content of a passport?
3. Point out the role of colours in designing of Travel Agency office.
4. What is the use of official airline guide?
5. What are the types of package tours?
6. Define Tour cost.

7. Who is a Tour operator?
8. Define the special interest tour.
9. Point out the logo of TAAI.
10. Bring out the significance of ITDC.

PART B — (5 × 5 = 25 marks)

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

11. (a) Write a note on Thomas Cook.
Or
(b) What are the guidelines to set up a travel agency?
12. (a) How does the Tour operator get approval from Airlines?
Or
(b) What are the types of travel agencies?
13. (a) Define the planning and costing of tour.
Or
(b) Write a note on Travel Insurance.

14. (a) Point out the importance of Itineraries.

Or

- (b) Write a note on the Tour brochure.
15. (a) What are the services of IATO?

Or

- (b) Describe the rights and duties of a travel agent.

PART C — (5 × 8 = 40 marks)

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

16. (a) Explain the content, types and importance of passport.
Or
(b) What is visa? and what are its various types?
17. (a) Examine the basic Airline ticketing procedure.
Or
(b) Estimate the activities of IATA.
18. (a) Explain Tour pricing.
Or
(b) What are the main stages in tour design and selection process?