

Roll No.

MHM–201

Travel Agency Operations

Master of Hotel Management (MHM–11/16)

Second Semester, Examination, 2017

Time : 3 Hours

Max. Marks : 40

Note : This paper is of **forty (40)** marks containing **three (03)** Sections A, B and C. Attempt the questions contained in these Sections according to the detailed instructions given therein.

Section–A

(Long Answer Type Questions)

Note : Section ‘A’ contains four (04) long answer type questions of nine and half ($9\frac{1}{2}$) marks each. Learners are required to answer *two* (02) questions only.

1. Discuss in detail about the various segments of Vendors of Travel Industry. Explain their roles and responsibilities.
2. What is tour package ? Classify the various types of travel agency. Elucidate your answer with the help of suitable example.
3. What are the various procedures to set up travel agency ? Explain the role of automation in travel agency business.
4. What is CRS ? What is the role of CRS in tourism business ?

Section-B**(Short Answer Type Questions)**

Note : Section 'B' contains eight (08) short answer type questions of four (04) marks each. Learners are required to answer *four* (04) questions only.

1. Discuss about the responsibilities of IATA.
2. Write a note on the modern travel agency business.
3. Discuss in detail the factors affecting the tour pricing.
4. Write a note on the car rental services.
5. Write a note on the travel motivations.
6. Write a note on tourism as a behavior.
7. Discuss the role of accommodation sector for tourism business.
8. Write a note on Tour Operator.

Section-C**(Objective Type Questions)**

Note : Section 'C' contains ten (10) objective type questions of half $\frac{1}{2}$ mark each. All the questions of this Section are compulsory.

Choose the correct answer :

1. FOREX stands for :
 - (a) Foreign Exchange
 - (b) First Exchange
 - (c) Free Exchange
 - (d) For Emmigration
2. Which of the following is not a CRS ?
 - (a) Galileo

- (b) Amadeus
 - (c) Sabre
 - (d) Malileo
3. Wholesaler is also called :
- (a) Tour Agent
 - (b) Travel Agent
 - (c) Tour Operator
 - (d) Travel Consultant
4. In, Thomas Cook conducted the first large scale tour inside England.
- (a) 1845
 - (b) 1895
 - (c) 1890
 - (d) 1900
5. Headquarters of IATA is in :
- (a) Canada
 - (b) U.S.A.
 - (c) India
 - (d) Pakistan

State whether True/False :

6. Travel agent works on the commission basis.
(True/False)
7. The accommodation is essential part of Tour Package.
(True/False)
8. Tourist itinerary is a time table of the whole tour.
(True/False)
9. TAAI is an association of Tour Operators. (True/False)
10. CRS stands for computerized recorded system.
(True/False)

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