

Roll No.

BTS–202/BTTM–202

Travel Agency and Tour Operations Business

Bachelor of Tourism and Travel Management

(BTS–12/BTTM–16/17)

Second Semester, Examination, 2018

Time : 3 Hours

Max. Marks : 40

Note : This paper is of **forty (40)** marks containing **three (03)** Sections A, B and C. Learners are required to 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. Define Travel Agency and also discuss in detail about different types of Travel Agency.
2. Explain in detail about the role of Tour operators in the growth of Tourism in India.
3. What are the procedure for getting approval from IATA ?
4. Discuss in detail about IATA Organization.

(B-69) P. T. O.

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. Explain in detail about different types of tour operators.
2. Discuss about the membership of IATA.
3. What are the major differences between Wholesale Travel Agency and Tour operators ?
4. Explain the Linkages of a Travel Agency.
5. What are the main factors that affect the income of Travel Agency Business ?
6. Discuss about the various functions of TAAI Organization.
7. Explain about the history and origin of Travel Agency business.
8. What are the precautions taken while Marketing the Tour Packages ?

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.

Indicate whether the following statements are True *or* False :

1. SITA is an Indian Travel Company.

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2. American Express is not a Travel Agency.
3. Air Line Ticketing is not a function of Travel Agency.
4. IATA regulates the Air Line Schedule.
5. TAAI is a association of Tour Operators.

Write full forms of the following terms :

6. CRS
7. IATO
8. WATA
9. AIP
10. CRM