

S-575

Total Pages : 3

Roll No. -----

BTTM-202

Travel Agency and Tour Operations Business

Bachelor of Tourism & Travel Management (BTTM)

2nd Semester, Examination 2022(Dec.)

Time: 2 Hours

Max. Marks: 35

Note : This paper is of Thirty-Five (35) marks divided into two (02) Sections A and B. Attempt the questions contained in these sections according to the detailed instructions given therein.

Section – A

(Long Answer – type questions)

Note: Section 'A' contains Five (05) long-answer-type questions of Nine and a Half (9½) marks each. Learners are required to answer any two (02) questions only.

[2 x 9½ = 19]

P.T.O.

- Q.1. Define Tour Operation. Explain the role of Tour Operators in tourism.
- Q.2. Describe the Departmentalization of a Large scale Travel Agency?
- Q.3. Write a note on 'Cox and Kings.'
- Q.4. Describe the aims and objectives of IATA.
- Q.5. Explain the costing of a tour package. Explain with example.

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 any Four (04) questions only.

[4 x 04 = 16]

- Q.1. What are the different types of Travel Agency?
- Q.2. What are the different sources of income of a travel agency?
- Q.3. Design the job description of Travel Agent.
- Q.4. What are the regulatory problems faced by travel business in India?
- Q.5. What is the importance of a travel itinerary?
- Q.6. What is meant by 'M-Commerce'?
- Q.7. Explain the rules that are followed in establishing operator business tour.
- Q.8. What the different international bodies that govern tourism industry.
