

## **BTS–202/BTTM–202**

### **Travel Agency and Tour Operations Business**

#### **Bachelor of Tourism & 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. Discuss the role of travel agency business in the promotion of tourism industry in India.
2. Explain the linkages of Travel Agency Business.
3. Discuss the procedure for getting approval of Travel Agency Business in India.
4. What are the role and functions of IATO ?

**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 the role of ICT in the Travel Agency Business.
2. What are the procedure for getting Central Government Tourism Department approval.
3. Explain in detail about the various functions of Tour Operators.
4. Differentiate between wholesale travel agency and retail travel agency.
5. What are the major factors affecting the tour planning of a travel company.
6. Discuss the main functions of IATA.
7. Explain in details about the qualities of a Travel Agency Manager.
8. Explain in detail about WATA.

**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. SOTC is an Indian company. (True/False)
2. Travel Guru is an online travel agency. (True/False)
3. Wholesale travel agency cannot sell services directly to the client. (True/False)

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4. American Express is an Indian Travel Agency.  
(True/False)
5. IATO is an Indian Tour Operator Organisation.  
(True/False)

Answer in short :

6. Headquarters of IATA.
7. Headquarters of WTO.
8. IATA stands for ..... .
9. ITDC stands for ..... .
10. CRS stands for ..... .