

Sr. No.....

December, 2019

MBA- III SEMESTER(Reappear)

Travel Agency and Tour operation (MBA/TTM 215)

Time: 3 Hours

Max. Marks:75

- Instructions:**
1. It is compulsory to answer all the questions (1.5 marks each) of Part -A in short.
 2. Answer any four questions from Part -B in detail.
 3. Different sub-parts of a question are to be attempted adjacent to each other.

PART -A

- Q1 (a) State the functions of a Travel Agency. (1.5)
(b) What is the role of IATA? (1.5)
(c) What is the function of Outbound Travel Agency? (1.5)
(d) Who are Retail Tour operators? (1.5)
(e) State the elements of Travel industry. (1.5)
(f) What is Health Tourism? (1.5)
(g) State the Travel intermediaries. (1.5)
(h) State the contribution of ITDC in Travel Trade. (1.5)
(i) How do independent Travel Agents function? (1.5)
(j) State the managerial staff of a Travel Agency. (1.5)

PART -B

- Q2 (a) Differentiate between Travel Agency and Tour Operator. (10)
(b) Discuss the evolution of Travel Industry. (5)
- Q3 Describe the procedure for approval of Travel Agents, Tour Operators by Department of Tourism, Government of India. (15)
- Q4 Describe the process of short term and long term human resource planning in a tour operation business. (15)
- Q5 (a) Write a note on the ownership structure of a Travel Agency. (5)
(b) Discuss the role of World Tourism Organisation. (10)
- Q6 (a) Explain the contribution of recreational tourism towards the development of travel industry. (5)
(b) Discuss the role and contribution of IATO. (10)
- Q7 Discuss the present business trends and future prospects of travel agencies and tour operators business in India. (15)
