

A-0473

Total Pages : 3

Roll No.

MTTM-04

Travel Agency Management and Tour Operations

Master of Tourism & Travel Management (MTTM)

Examination 2026 (Feb.)

Time: 02:00 hrs

Max. Marks: 70

Note : This paper is of Seventy (70) marks divided in to two (02) Section A and B. Attempt the questions contained in these sections according to the detailed instructions given therein. *Candidates should limit their answers to the questions on the given answer sheet. No additional (B) answer sheet will be issued.*

Section-“A”

(Long Answer - type Questions)

Note:- Section ‘A’ contains Five (05) long-answer-type questions of Nineteen (19) marks each. Learners are required to answer any two (02) questions only.

(2x19=38)

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1. Write a detailed note on the important functions performed by a large-sized Travel Agency.
2. Discuss the origin and development of the Travel and Tour Operations Trade. Also, explain the role of Thomas Cook in the growth of the service Industry.
3. How has the scenario changed with the introduction of the Computerised Reservation System (CRS) and modern Information and Communication Technology (ICT)?
4. Describe the procedure to get the approval from the State Department and the Central Government for establishing a Travel Agency.
5. How has the emergence of a large number of Online Travel Agencies decreased the business of offline Travel Agencies? Give your answer with suitable examples.

Section-“B”

(Short -answer - type questions)

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

(4x8=32)

1. What are the different sources of income of a Travel Agency?
2. Differentiate between Offline and Online Travel Agency?
3. Write a short note on TAAI and the importance functions performed by it.
4. Differentiate between TAAI and IATO.
5. Write a detailed note on the major challenges faced by a person while starting a new Travel company.
6. How do Travel Agencies play a significant role in the promotion of the culture of a Tourist Destination?
7. State any five ethical issues related to the Travel Agency business.
8. How has the Travel Agency business been affected after the COVID-19 pandemic?
