

A-381

Total Pages : 3

Roll No. -----

BTTM-202

Travel Agency and Tour Operations Business
Bachelor of Tourism & Travel Management (BTTM)
2nd Semester, Examination 2024 (June)

Time: 2:00 hrs

Max. Marks: 35

Note : This paper is of Thirty five (35) marks divided into Two (02) Section A and B. Attempt the questions contained in these sections according to the detailed 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 Nine and Half (9.5) marks each. Learners are required to answer any Two (02) questions only.

[2x9.5=19]

P.T.O.

- Q.1. Define Tour Operation. What are the various types of Tour Operations? Briefly describe each with suitable example.
- Q.2. Critically examine the present status of tourism industry in India.
- Q.3. Discuss the role and contribution of travel agency and tour operation business in further growth of tourism business.
- Q.4. What are the major factors that affect tour planning? Also write a note on source of Income.
- Q.5. What do you mean by organization structure? Draw the organization structure of a large travel agency and list the duties and responsibilities of a travel agent.

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.

[4x4=16]

- Q.1. Explain the role of travel intermediaries in the promotion of tourism in India.
- Q.2. Write a note on 'Travel Insurance'.
- Q.3. Briefly Explain the role of Destination Management Companies in promotion of tourism.

- Q.4. Describe the various approvals required to set-up a travel agency.
- Q.5. Write a note on 'Cox and Kings India Limited'.
- Q.6. Write a note on 'WATA'.
- Q.7. List the benefits of IATA accreditation to a travel agent.
- Q.8. Briefly explain any two:
- a. Special Interest Tourist
 - b. Peak Season
 - c. Commission
