

A-0641

Total Pages : 3

Roll No.

MTTM-04

Master of Tourism & Travel Management (MTTM)

(Travel Agency Management and Tour Operations)

Examination, June 2025

Time : 2:00 Hrs.

Max. Marks : 70

Note :- This paper is of Seventy (70) marks divided into Two (02) Sections '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) 2×19=38

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.

1. Trace the origin and development of the travel and tour operations trade. Give your answer with suitable examples.
2. Explain the step-by-step process of setting up a large size travel agency, including government approvals and incentives.
3. Explain the important functions of a large size travel agency. Give your answer with suitable examples.
4. Write a detailed note on IATO and also discuss its role in promotion of tourism industry in India.
5. Evaluate the contributions of Thomas Cook and Cox and Kings to the global travel industry.

Section–B

(Short Answer Type Questions) 4×8=32

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.

1. Briefly explain the impact of CRS and ICT on the travel and tour operations trade.
2. What are the ethical and legal aspects of travel agency and tour operations business ?

3. Describe the organizational structure of a standard travel agency.
4. Why is IATA approval important for a travel agency ?
5. Discuss the emerging challenges faced by tour operations in India.
6. List the factors that affect tour planning.
7. Discuss the role of TAAI in the Indian travel industry.
8. To what extent do travel agencies contribute to the promotion of sustainable and responsible tourism ?
