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III Semester B.A./B.Com. (Vocational) Examination, November/December 2015
(Semester Scheme) (CBCS)
TOURISM & TRAVEL MANAGEMENT
Paper – 3 : Travel Agency and Tour Operator Organisations
(70 Marks – 2015 – 16 & Onwards)
(100 Marks 2014 – 15 Only)

Time : 3 Hours

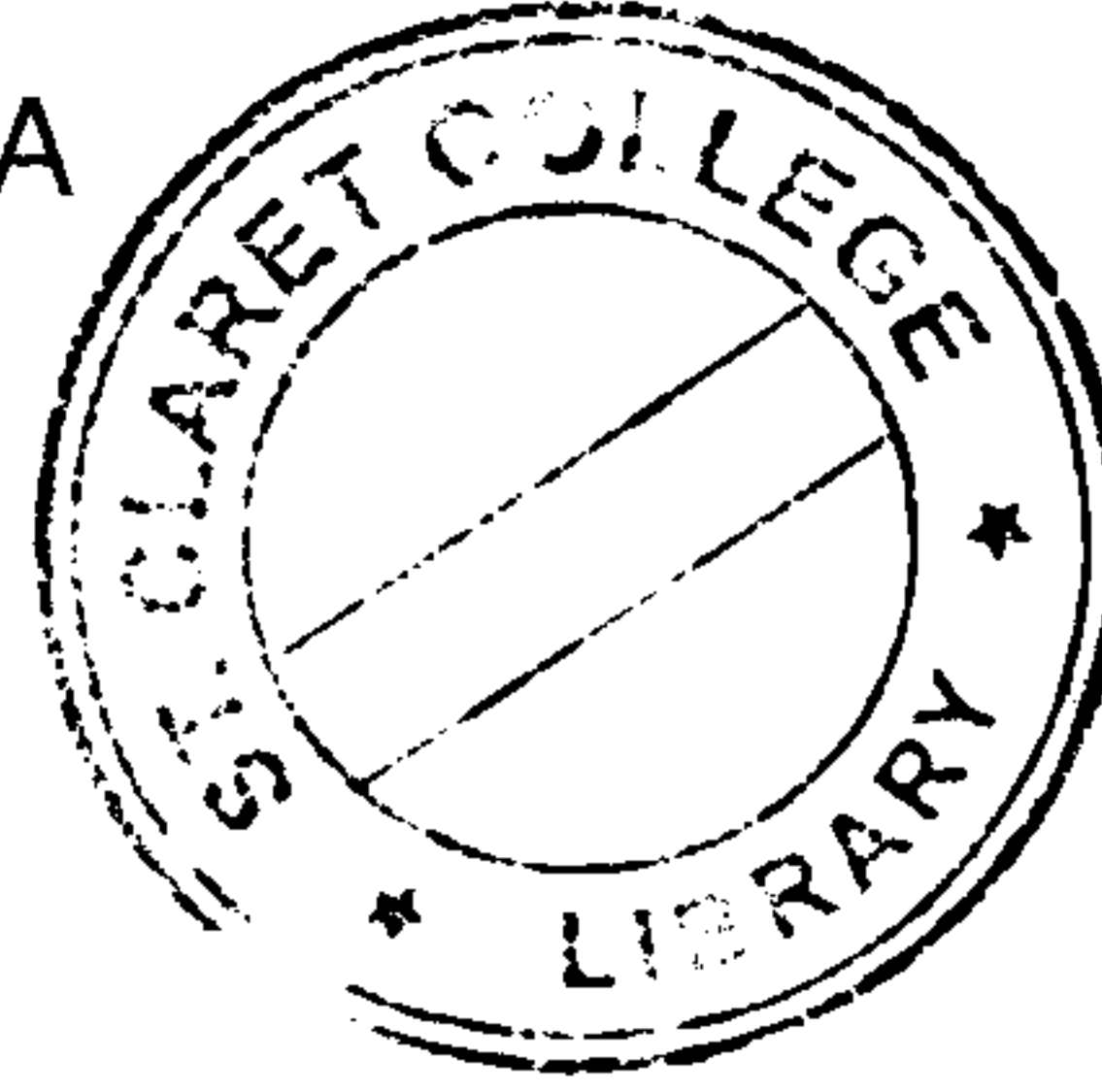
Max. Marks : 70/100

Instructions : 1) Answer Section A, B, C for 70 marks (**Fresher**).
2) Answer A, B, C, D and E for 100 marks (**Repeaters**).

SECTION – A

I. Answer **any 5** of the following question :

- Who is called a Ground Operator ?
- What is Indrail pass ?
- What is a Tourist Visa ?
- Who was Thomas Cook ? When did he organised Grand Tour ?
- Who is a Validators ?
- What is TAAI ? When was it formed ?
- What is Tour package ?
- What is Airport Tax ?



(2×5=10)

SECTION – B

II. Answer **any 3** of the following ;

- Discuss the types of Travel Agent.
- What is ITDC ? What are its functions ?
- What is Tour costing ? Write a note on its various aspects.
- Discuss the Tour packaging process.
- List the requirements for IATA approval of Travel Agency. Discuss in brief how Travel Agency business started in mid 19th century.

(3×6=18)

P.T.O.



SECTION – C

III. Answer **any 3** of the following :

(3×14=42)

- 1) Explain the process of designing a Travel Agency.
- 2) The success rate of a Travel Agency is influenced by the instrumentality of Travel-Guides ? How ? Why ?
- 3) Mention the types of Visa and what are the documents required to obtain Visa.
- 4) Describe the role of Travel Agents and Tour Operator in Tourism Industry.
- 5) What is UN-WTO ? Mention the role played in promoting Tourism at the world.

SECTION – D

IV. Answer **any 2** of the following :

(2×10=20)

- 1) Describe the role of cruise ships in promoting Tourism Industry.
- 2) Write a note on Airline Geography.
- 3) Discuss the role of Tour operators.

SECTION – E

V. Answer the following :

(1×10=10)

Discuss the Reservation procedure for Airline - ticketing.



III Semester B.A./B.Com. (Vocational) Examination, November/December 2015
(Semester Scheme) (Repeaters)
TOURISM & TRAVEL MANAGEMENT
Paper – 3 : Tourism Marketing
(100 – 2012 – 13 & Onwards)
(90 Prior to 2012 – 13)

Time : 3 Hours

Max. Marks : 90/100

Instructions: 1) Section **A, B, C** for **old** scheme students of **90** marks.
2) Section **A, B, C** and **D** for **new** scheme students of **100** marks.

SECTION – A

1. Answer **any ten** sub questions. **Each** carries **two** marks. (10×2=20)
- a) Define service marketing.
 - b) What is market segmentation ?
 - c) What is meant by consumer behaviour ?
 - d) What is Branding ?
 - e) Mention the elements of Tourism marketing mix.
 - f) What do you mean by primary data ?
 - g) Give the meaning of marketing strategy.
 - h) Mention two characteristics of marketing.
 - i) What is travel agency ?
 - j) Define marketing research.
 - k) What is pricing ?
 - l) What do you mean by forecasting market demand ?



SECTION – C

III. Answer **any 3** of the following :

(3×14=42)

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- 2) The success rate of a Travel Agency is influenced by the instrumentality of Travel-Guides ? How ? Why ?
- 3) Mention the types of Visa and what are the documents required to obtain Visa.
- 4) Describe the role of Travel Agents and Tour Operator in Tourism Industry.
- 5) What is UN-WTO ? Mention the role played in promoting Tourism at the world.

SECTION – D

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(2×10=20)

- 1) Describe the role of cruise ships in promoting Tourism Industry.
- 2) Write a note on Airline Geography.
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SECTION – E

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(1×10=10)

Discuss the Reservation procedure for Airline - ticketing.
