

CS/BTTM/SEM-6/TTM-601A/2013

2013

TRAVEL AGENCY MANAGEMENT-III

Time Allotted : 3 Hours

Full Marks : 70

The figures in the margin indicate full marks.

*Candidates are required to give their answers in their own words
as far as practicable.*

GROUP – A

(Multiple Choice Type Questions)

1. Choose the correct alternatives for any *ten* of the following : $10 \times 1 = 10$
 - i) Mass tourism is alternative to
 - a) Alternative tourism
 - b) Special Interest tourism
 - c) Pilgrimage
 - d) none of these.
 - ii) Ground handling is a common term used mostly in
 - a) Hotel industry b) Airlines industry
 - c) Govt. Tourist Office d) none of these.
 - iii) The fact about Daily Sales Report involves
 - a) the amount of sales made in a day recorded
 - b) that it is always sent to the marketing manager by sales executives for analysis of the sales
 - c) both (a) and (b)
 - d) none of these.
 - iv) American Express is known to people as
 - a) Credit Card (Amex) b) Bank
 - c) Tour operator d) all of these.

v) Which tour operator company introduced Travel Voucher ?

- a) SOTC b) SITA
- c) Thomas Cook d) American Express.

vi) The acronym of PNR is

- a) Passenger Not Related
- b) Passenger Not Recorded
- c) Passenger Name Record
- d) none of these.

vii) A travel retailer plays an active role in

- a) product distribution
- b) integration of consumer and producer need
- c) customer risk management
- d) none of these.

viii) Minimum Connecting Time is associated with

- a) Airlines
- b) Cruise lines
- c) Buses
- d) Trains.

ix) A person can find OAG code in

- a) air ticket
- b) train ticket
- c) international bus ticket
- d) none of these.

x) Kazakhstan is a country in the continent of

- a) Asia
- b) Europe
- c) South America
- d) Australia.

- xi) Paro is the airport in
a) Sri Lanka b) Nepal
c) Bhutan d) none of these.
- xii) The Airline Code of Jet Airways is
a) TW b) 9W
c) SW d) 6W.

GROUP – B

(Short Answer Type Questions)

Answer any *three* of the following. $3 \times 5 = 15$

2. Discuss about the different types of CRS systems in practice in Airlines ticketing.
3. What are the different products of a travel agency ?
4. Explain in brief the origin of Travel Agency.
5. Write a note on TAAI.
6. Discuss about the free baggage allowance in an airline.

GROUP – C

(Long Answer Type Questions)

Answer any *three* of the following. $3 \times 15 = 45$

7. What do you mean by Travel Agency ? What are the functions of travel agency ? Describe sources of income of Travel Agency. $2 + 5 + 8$
8. Write in brief the different types of information that a tourist can get from an airline ticket.
9. Write an essay on Global Distribution System and its importance.
10. Describe the role of travel agency for promoting Indian tourism.
11. Discuss about the emergence of TCI and Cox and Kings in the tourism industry. Mention their functions. $8 + 7$