MBTM 4002

M.B.A. DEGREE EXAMINATION,
DECEMBER 2014/JANUARY 2015.

Fourth Semester

Tourism

TRAVEL AGENCY AND TOUR OPERATIONS
MANAGEMENT

(2012–13 Batch onwards)

Time : Three hours

Maximum : 100 marks

SECTION A — (5 x 6 = 30 marks)

Answer any FIVE questions.

1. Bring out the significance of Tourism.
2. What are the various types of Tour Operator? Explain.
3. Write short notes on Travel Insurance.
4. Give an account on MICE in India.
5. Explain Itinerary and its type.
6. Explain:
   (a) FIT
   (b) GT
   (c) SIT.
17. Case Study:

The case and give suitable remedy.

UPTA

16. Throw light on the roles and responsibilities of

15. Give a detailed account on the changing scenario.


13. Prepare a cost sheet for an eight day tour to Kerala.


11. Narrate the steps involved in the resources for

10. Travel Agency.

9. Explain the functions and source of income of a

development of tourism.

8. Write brief note on (a) PATA (b) TAAI.


6. What are the general inducions when costing a

SECTION B — (5 × 10 = 50 marks)

SECTION C — (1 × 20 = 20 marks)

Compulsory