

S.D.E.

**T.Y.B.A. (Tourism Studies) : SUMMER - 2019**  
**SUBJECT: TRAVEL AGENCY AND TOUR OPERATION BUSINESS**

Day : Monday  
Date : 15/04/2019

Time : 03.00 PM TO 06.00 PM  
Max. Marks: 70.

**S-2019-4626**

**N.B.:**

- 1) All questions are **COMPULSORY**.
- 2) Figures to the **RIGHT** indicate full marks.

**Q.1** Answer any **FOUR** of the following: **(20)**

- a) Explain the concept of outbound tourism.
- b) Where does a travel agent get business from?
- c) Draw and explain the organization structure of travel agency.
- d) Discuss (i) Service charges (b) Mark upon pricing of a tour.
- e) State the basic requirements in setting up a travel agency.

**Q.2** Answer any **TWO** of the following: **(10)**

- a) What are the various sources of income for a travel agency?
- b) What do you understand by 'Post Tour Management?'
- c) How are tour package priced?

**Q.3** Answer any **ONE** of the following: **(10)**

- a) Discuss the emergence, growth and current status of travel agencies in India.
- b) What are the components of a Tour Package?

**Q.4** Answer any **TWO** of the following: **(10)**

- a) Explain how the role of tourist guide differs from a tour escort.
- b) Give the process for approval of travel agency in India.
- c) Write a short note on travel information and tourist counseling.

**Q.5** Answer any **ONE** of the following: **((10)**

- a) Discuss the role of a tour operator.
- b) Define a Travel agent. Discuss the working of wholesalers and retailers.

**Q.6** Answer any **TWO** of the following: **(10)**

- a) What is a tour package brochure? Discuss its importance for sales promotion.
- b) Compare functions of travel agent with tour operator.
- c) Plan ladies special 2 days tour for 'Mumbai.'

\* \* \*