

S.D.E.

T.Y.B.A. (Tourism Studies) : WINTER - 2018

SUBJECT: TRAVEL AGENCY AND TOUR OPERATION BUSINESS

Day : Monday  
Date : 15/10/2018

W-2018-4244

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

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**N.B.:**

- 1) All questions are **COMPULSORY**.
  - 2) Figures to the **RIGHT** indicate full marks.
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**Q.1** Answer any **FOUR** of the following: **(20)**

- a) What is a travel brochure?
- b) Comment on current status of travel agency business in India.
- c) Explain the concept of 'Inbound Tourism.'
- d) Discuss 'Commission' as an income source for a travel agent.
- e) Give the basic requirement in setting up a travel agency.

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

- a) Explain the concept of 'Post Tour Management.'
- b) Give the functions of (i) Tourist Guide (ii) Tour Escort
- c) Enlist and explain different registers and records maintained by a travel agency.

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

- a) Define Travel Agency. Explain the process for approval of a travel agency in India.
- b) Discuss in detail the following functions of a tour operator –  
(i) Market research (ii) Counseling of the tourist

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

- a) Write a note on Tour Package Pricing.
- b) Draw and explain in brief the organizational chart of a travel agency.
- c) Explain (i) Service charge (ii) Mark upon tours.

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

- a) Discuss the functions of a travel agent.
- b) Elaborate on various components of a tour package.

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

- a) Differentiate between functions of a travel agency and a tour operator.
- b) State various sources of business for a travel agency.
- c) Plan a 2 days itinerary for a group of senior citizens visiting Amritsar.

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