



MBA(T)III/11.12.1067

**M.B.A. (TRAVEL AND TOURISM) DEGREE III SEMESTER EXAMINATION  
NOVEMBER 2012**

**SMT 2304 MANAGEMENT OF TRAVEL AGENCY AND TOUR OPERATIONS**

Time: 3 Hours

Maximum Marks: 50

(5 × 10 = 50)

I. A. Define 'Tour operation'. Explain the types, nature and forms of tour operation business.

**OR**

B. Discuss the changing status of travel agency business in the current tourism scenario.

II. A. List out the important points to be remembered while preparing a tour itinerary.

**OR**

B. Describe the need of acquiring professional knowledge in the area of tour operation.

III. A. Elucidate on the linkages of travel agents/tour operators.

**OR**

B. Examine the role of a tourist guide/escort in the success of a tour.

IV. A. Give an account of the legal responsibilities of a travel agent.

**OR**

B. Analyse the major difficulties faced by travel agents/tour operators.

V. A. Discuss the important tourism promotional initiatives of Government of Kerala.

**OR**

B. Explain the various stages of tour planning.

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