

**MBA (TRAVEL AND TOURISM) DEGREE III SEMESTER EXAMINATION  
NOVEMBER 2010**

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

Time : 3 Hours

Maximum Marks : 50

(Each question carries TEN marks)

- I. A. Discuss the challenges and prospect of Travel agency business in the 21<sup>st</sup> century.  
**OR**  
B. Examine the impact of IT revolution on Travel and Tour operation business.
- II. A. Prepare an itinerary for a group of five visiting Kerala. They would like to enjoy the beaches and experience traditional food and accommodation. The total budget for the programme is \$1250.  
**OR**  
B. What is itinerary costing? Discuss the various steps involved in it.
- III. A. What is an all inclusive tour? Discuss the marketing strategy for it.  
**OR**  
B. Discuss the role of supplementary accommodation in promoting tourism in Kerala.
- IV. A. Explain the linkage of Travel Agents with other stake holders in tourism.  
**OR**  
B. Discuss the legal responsibilities of Travel Agents.
- V. A. Distinguish between Tourism Promotion and Marketing with suitable examples.  
**OR**  
B. What is tourism infrastructure? Examine the steps taken in Kerala for developing tourism infrastructure facilities.

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