



MBA(T).III/11. 982

**M.B.A DEGREE (TRAVEL AND TOURISM) III SEMESTER EXAMINATION
NOVEMBER 2011**

SMT 2304 MANAGEMENT OF TRAVEL AGENCY AND TOUR OPERATIONS

Time : 3 Hours

Maximum Marks: 50

(5 x 10 =50)

- I. A. Discuss the current status of tour operation business in India.
OR
B. Distinguish between the business of a travel agency and a tour operating company.
- II. A. Explain the process of tour operation.
OR
B. What is an itinerary? Prepare an itinerary for a foreign group of 15 members visiting Kerala for 10 days (Arrival Cochin).
- III. A. Elucidate on the tour operator's negotiations with service providers.
OR
B. Differentiate between GIT and FIT package operations.
- IV. A. Discuss the legal responsibilities of travel agents.
OR
B. What are the incentive a tour operator can avail?
- V. A. Critically evaluate the role of central and state government in building the infrastructure requirements for tourism development in India.
OR
B. Discuss the limitations and challenges of tour operation business in India.
