



MBA(TT)III 12.13.1058

**MBA (TRAVEL AND TOURISM) DEGREE III SEMESTER
EXAMINATION DECEMBER 2013**

SMT 2310 MANAGEMENT OF TRAVEL AGENCY AND TOUR OPERATIONS

Time: 3 Hours

Maximum Marks: 50

PART A

(Answer *ALL* questions)

(5 × 2 = 10)

- I. Who is a retail travel agent?
- II. What do you mean by outbound tour operations?
- III. What is an itinerary?
- IV. What is a FAM Tour?
- V. State the importance of travel insurance.

PART B

(Answer *ANY FIVE* questions)

(5 × 4=20)

- VI. Distinguish between the functions of an online and an offline travel agency.
- VII. Explain the major auxiliary travel services.
- VIII. Elucidate the major steps involved in planning a package tour.
- IX. Outline and explain the recognitions and approvals necessary for setting up a travel agency.
- X. Examine the legal responsibilities of travel agents.
- XI. Illustrate the challenges faced by modern travel agent.
- XII. Present the organisation structure of a medium-sized tour operations company.

PART C

(Answer any *TWO* questions)

(2 x 10= 20)

- XIII. Describe the role of travel agency in tourism industry.
- XIV. Discuss the roles of Central and State Governments in giving fillip to tour operations business with the goal of tourism promotion.
- XV. Appreciate the various linkages of travel agents in the context of improving service quality and efficiency.