

(Following Paper ID and Roll No. to be filled in your Answer Books)

PAPER ID :

Roll No.

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M.B.A.(T.M.)

Theory Examination (Semester-II) 2015-16

TRAVEL AGENCY & TOUR OPERATIONS

Time : 3 Hours

Max. Marks : 100

SECTION -A

- 1. Attempt all questions. All questions carry equal marks.** **(2 × 10=20)**
- What documents are required for issuing new passport
 - What vaccination are required while traveling to African country
 - Who is a pioneer of tour package? Give brief information
 - What is a full form of IATA and which year it was established?
 - Which Government Department gives approval to run a Travel Agency?
 - Which channels one has to pass through at International airport on arrival while traveling on International sector.
 - How much foreign exchange is permitted on following-?
 - i-Student Visa
 - ii-Medical Treatment
 - How many baggage pieces are permitted while traveling to USA? What size of the baggage are allowed
 - What is a full form of ITDC and which Department runs this organization.
 - What is meaning of the following terminology and which industry use the same-
 - i-E.P
 - ii-AP

UPTUNOTES

SECTION-B

- 2. Attempt any five questions from this section.** **(5 × 10=50)**
- Give the history and growth of Travel Agency in detail.
 - What is a differentiation between Travel Agency and Tour Operation Business?
 - What are the non fiscal incentives available to travel agency
 - What points to be kept in mind while handling a conference?
 - What do you understand with following abbreviations-?
 - i-ACK ii-AGT iii-ETD iv-TKT v-ELT vi-INTE vii-BEP viii-SSA ix-CIT x-FTA
 - What are the various Department and their functions of Travel Agency .
 - Which public sector company is involved in Tourism industry and what is their organizational structure.
 - What are advantages and disadvantages of marketing research?

SECTION-C

(Case study)

Note- Read the following case carefully. Answer the question given at the end of the case.

(10 × 3=30)

Mr/s David was planning to visit India. Mr. David asked the Agent to prepare my itinerary for 6 days which covers the following cities-

- a-Delhi
- b-Agra
- c-Jaipur
- d-Khajuraho
- e-back to Delhi

The Agent prepared the itinerary as below-

1st day-Delhi-Arrive Delhi at 11.00 hrs

- Transfer to hotel
- Check in at hotel
- After noon- New Delhi Sight seeing
- Overnight at hotel

2nd day-Delhi-Jaipur-Morning Old Delhi S/S

- After noon drive to Jaipur by car(5-6 hrs)
- Over night at hotel in Jaipur

3rd day-Jaipur-Morning visit to Amber

- After noon visit to City of Jaipur
- Over night Jaipur hotel

4th day-Jaipur-Agra-Morning drive to Agra vis Sikri

- After noon visit Taj Mahal and Agra Fort
- Over night at Agra Hotel

5th Day-Agra-Jhansi-Khajuraho by Shatabdi Express

- After arrival Jhansi drive to Khajuraho (5 hrs journey)
- Over night khajuraho

6th Day-Khajuraho- Delhi-Morning city tour of Khajuraho

- After noon to catch flight arrive Delhi
- Transfer to International Airport + to connect Lufthansa Flight

After completing the tour Mr. David complaining that tour was not good as there was no time to rest. We were driving, travelling and sightseeing all the time. It was not my pleasure tour rather it was hectic tour for us. They were very much annoyed and advised Agent that they should have suggested us with better way. We obtained the services from professional people but they could not provide good services.

a-Why Mr. David was not happy? With itinerary

b-How this itinerary could be planned better way?

c-How future business of the Travel Agent would be effected because of the wrong planning?

UPTU NOTES