

Roll No. ....

**91811**  
**BTTM (w.e.f. 2015-16)**  
**2nd Semester**  
**Examination-May, 2016**  
**Travel Agency and Tour Operation**  
**Paper-15 BTTM-201**

**Time : 3 hours**

**Max. Marks : 80**

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard will be entertained after the examination.

**Note : Attempt any six questions. Question No. 1 is compulsory.**

**1. Short answer type questions : [10×2=20]**

- (a) What is Destination Research ?
- (b) Define service charge.



- (c) What is responsible tourism ?
- (d) What do you mean by ground operator?
- (e) Define Holding and subsidiary company.
- (f) Define market skimming pricing.
- (g) What do you mean by Incentive tours ?
- (h) Define tour brochure.
- (i) Define conference and convention.
- (j) What do you mean by tour operator ?

2. Write a detailed note on history and present status of travel agency in India. [12]

3. Discuss the process for approval of travel agency in India. [12]

4. Describe the functions of travel agents. [12]

5. Write short notes on :

91811-200-(P-3)(Q-8)(16) (2)



(a) Source of income of travel agents [6]

(b) Itinerary preparation [6]

6. What are the basic requirements for setting up a travel agency and tour operations business in India ? [12]

7. Describe the process of formulation of Tour package. [12]

8. Write short notes on the following :

(a) Tour Brochure [6]

(b) Types of Tours [6]