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Bachelor of Tourism & Travel Management (BTTM)  
(w.e.f. 2015-16) 2nd Semester Re-appear Examination,  
May-2017

TRAVEL AGENCY AND TOUR OPERATIONS  
Paper-15 BTTM-201

Time allowed : 3 hours]

[Maximum marks : 80

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

1. Short answer type questions :  $2 \times 10 = 20$
- (a) What is Market Research ?
  - (b) Define Creative Tourism.
  - (c) What do you mean by Hosted Tours ?
  - (d) Define Wholesale Travel Agency.
  - (e) Define inbound tour operator with suitable example.
  - (f) Name any two functions of Destination Management Companies.
  - (g) Define Market Penetration Pricing.
  - (h) What do you mean by VISA ?
  - (i) Define Discriminatory Pricing.
  - (j) What is variable cost ?

2. Describe the organization structure of a Travel Agency. 12
3. Write short notes on :  
(a) Types of Travel Agency  
(b) Difference between Travel Agency and Tour operation. 6+6=12
4. What do you mean by Travel Agent ? Discuss duties in detail. 12
5. Write a detailed note on functions of Travel Agents. 12
6. Describe the process for approval of tour operators in India. 12
7. What is pricing ? Discuss needs and formation of pricing. 12
8. Write short notes on :  
(a) Types of Tour Package  
(b) Market Research. 6+6=12