



23106054

QP CODE: 23106054

Reg No :

Name :

**BTTM DEGREE (CBCS) IMPROVEMENT / REAPPEARANCE EXAMINATIONS,
MARCH 2023**

Fourth Semester

Bachelor of Tourism and Travel Management

CORE COURSE - TT4CRT15 - TRAVEL AGENCY AND TOUR OPERATION BUSINESS

2017 Admission Onwards

34ADFA0B

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. What are the skills required for a travel agent?
2. What is IATA number for a travel agency business?
3. Expand DOT.
4. Which are the linkages of travel agency business?
5. Expand OTA.
6. What is an escorted tour?
7. Which are the different job profiles at travel agency?
8. What is documentation section in a travel agency?
9. What is Medical tourism package?
10. Who is an inbound tour operator?
11. What is familiarization tour?
12. Which are the relevant reference tools for itinerary preparation?

(10×2=20)

Part B

*Answer any **six** questions.*

*Each question carries **5** marks.*





13. Narrate the history of travel agency business.
14. Explain billing and settlement plan.
15. Who is the tour guide? What is the importance of tour guide in a travel sector?
16. How the tour operation companies and the hotels interlinked?
17. Discuss the role of domestic passage booking.
18. What is the role of tour operation section in a travel business?
19. Narrate the history of tour packages.
20. What are the advantages of a package trip ?
21. What are the type of tour itineraries?

(6×5=30)

Part C

*Answer any **two** questions.
Each question carries **15** marks.*

22. Analyse in detail about the major sources of income of travel agents.
23. Explain the various services offered by international passage section of a travel agency.
24. Write an essay on functions of a tour operator.
25. Define itinerary and explain the major guidelines for itinerary preparation.

(2×15=30)

