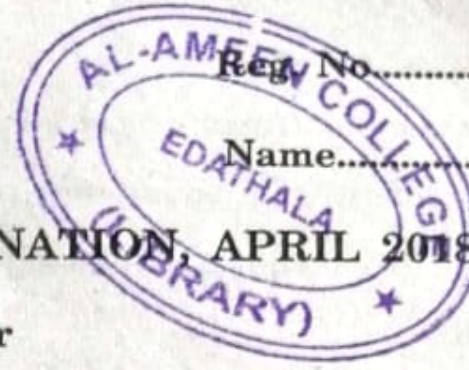


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Reg. No.

Name.

B.T.S. DEGREE (C.B.C.S.S.) EXAMINATION, APRIL 2018

Fourth Semester

Core Course 14—TRAVEL AGENCY AND TOUR OPERATION

[2013 Admission onwards]

Time : Three Hours

Maximum Marks : 80

Part A (Short Answer Questions)

Answer all questions.

1 mark each.

1. What is multiple entry Visa ?
2. Who started the first travel agency ?
3. Who is a tour escort ?
4. What is Schengen visa ?
5. Name any two international airlines operating to Kochi international airport.
6. "Palace on Wheels" starts its journey from which Indian city.
7. Expand FEE.
8. Define an Outbound tour operator.
9. List out any four major tour operators in India.
10. Expand IATA.

(10 × 1 = 10)

Part B (Brief Answer Questions)

Answer any eight questions.

2 marks each.

11. What is Business travel ?
12. What is CRS ?
13. What is a package tour ?
14. Define ECR .
15. Write a brief note on IATO.
16. What is MICE Tourism ?

Turn over

17. List any two online travel agencies in India.
18. Differentiate between inbound tourist and outbound tourist.
19. List out any two advantages of using CRS.
20. What is BSP ?
21. What is a brochure ?
22. Explain in brief any four major duties of a tour guide.

(8 × 2 = 16)

Part C (Descriptive/ Short Essay Questions)

*Answer any six questions.
4 marks each.*

23. Explain the role of service providers in tour operations.
24. Write a short note on the history and development of travel agency business.
25. Who is a tour operator ? Explain the various services provided by the tour operators.
26. Differentiate between a travel agent and tour operator.
27. Differentiate between Diplomatic passport and official passport.
28. Explain briefly the different types of travel agents.
29. Which are the conventional sources of revenue for travel agents and tour operators ?
30. What do you mean by travel agents accreditation with IATA s and highlight the benefits of accreditation ?
31. What is VISA? Explain different types of visas.

(6 × 4 = 24)

Part D (Long Essays)

*Answer any two questions.
15 marks each.*

32. Explain various types of tour itineraries with suitable illustrations.
33. What are the various functions of a travel agency ? Enumerate the qualities needed to work in a travel agency.
34. Draw the organizational structure of a large scale travel agency and explain the role of each department in the travel agency.
35. Prepare a 06 Nights/ 07 days itinerary based on adventure tourism for a French group of tourists visiting Kerala.

(2 × 15 = 30)