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Reg. No.....

Name.....

B.T.S. DEGREE (C.B.C.S.S.) EXAMINATION, MARCH 2019

Fourth Semester

Core Course 14—TRAVEL AGENCY AND TOUR OPERATION

[2013 to 2016 Admissions]

Time : Three Hours

Maximum Marks : 80

Part A (Short Answer Questions)

Answer all questions.

Each question carries 1 mark.

1. Expand PATA.
2. What is a Schengen VISA ?
3. Expand the acronym MICE.
4. What is the colour of a regular Indian passport ?
5. Who is a tour guide ?
6. Who is known as the founder of Tour operations ?
7. What is a transit Visa ?
8. Define brochure.
9. What is GIT ?
10. Who is an inbound tourist ?

(10 × 1 = 10)

Part B (Brief Answer Questions)

*Answer any **eight** questions.*

Each question carries 2 marks.

11. Differentiate between a Passport and VISA.
12. Who is a tour operator ?
13. What are the roles of a tour guide ?
14. List out the different types of tours.
15. What is an inclusive tour ?
16. List the duties of the liaison officer.

Turn over

17. What is Corporate Travel Management ?
18. List the characteristics of a Travel Management company.
19. Define ECNR. Name 2 countries where ECNR is required.
20. What are the sources of income of a travel agent ?
21. Explain the term "Visa on Arrival".
22. What do you mean by e-travel agency ? Give an example.

(8 × 2 = 16)

Part C (Descriptive/ Short Essay Questions)

Answer any six questions.

Each question carries 4 marks.

23. Explain the different types of passports available.
24. Write a short note on Bill Settlement Plan (BSP).
25. What are the different types of Itineraries ? Explain.
26. What is the procedure for a travel agency to obtain a membership in the IATA ?
27. Describe the functions of a Travel Agency.
28. Explain the different types of tour operators.
29. What are the benefits of linkages in a Travel agency business ?
30. Differentiate between Travel agents and Tour operators.
31. Elucidate on the importance of product knowledge when preparing an itinerary.

(6 × 4 = 24)

Part D (Long Essays)

Answer any two questions.

Each question carries 15 marks.

32. Explain in detail the different stages of Tour Planning.
33. Prepare an itinerary for South India for 4 nights and 5 days for a foreign couple.
34. Describe the organization structure of a Travel agency in detail.
35. Define Itinerary. Discuss the steps to be followed in preparing an Outbound Itinerary.

(2 × 15 = 30)