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CB – 377

IV Semester B.Com. Examination, August/September 2023
(CBCS) (2021 – 22 and Onwards) (Repeaters)
TOURISM AND TRAVEL MANAGEMENT
Paper 4.5 : Travel Agency and Tour Operations – II

Time : 3 Hours

Max. Marks : 70

Instruction : Answer *all* the Sections in **English only**.

SECTION – A

1. Answer **any five** of the following sub-questions. (5×2=10)
- What is financial analysis ?
 - Name the first travel agency and in which year it was established.
 - Expand TAAI and IATO.
 - Mention any four online travel agencies.
 - What is cash flow analysis ?
 - Who is a tour operator ?



SECTION – B

Answer **any three** of the following questions. (3×5=15)

- Distinguish the difference between travel agency and tour operators.
- What are the different technological advancements in tourism industry ?
- Explain about the nature and scope of tour operation.
- Discuss about the role of travel agency in present retail business environment.

SECTION – C

Answer **any three** of the following questions. (3×15=45)

- Give a detailed note of travel documents that a travel agency deals with.
 - Prepare a detailed itinerary for ten days trip to North India.
 - Explain the role of information technology in tourism industry.
 - Discuss the pricing strategies in tour packages.
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