

III Semester B.A./B.Com. (Vocational) Examination, November/December 2017  
(CBCS-70 Marks – 2015-16 and Onwards/100 marks – 2014-15 only)

**TOURISM AND TRAVEL MANAGEMENT**

**Paper – 3 : Travel Agency and Tour Operator Organisations**

Time : 3 Hours

Max. Marks : 70/100

- Instructions :** 1) Answer Section A, B and C for CBCS 70 marks scheme.  
2) Answer Section A, B, C, D and E for 100 marks scheme.

**SECTION – A**

- I. Answer **any 5** of the following questions : **(2×5=10)**
- Explain customs.
  - Expand IATA and PATA.
  - What do you mean by tour broucher ?
  - Define travel agency.
  - What is tour costing ?
  - Give two meaning of passport.
  - State any two functions of ITDC.
  - Who is a validators ?

**SECTION – B**

- II. Answer **any 3** of the following questions : **(3×6=18)**
- Write a note on travel literature.
  - Differentiate between retail travel agent and wholesale travel agent.
  - Explain the tour itinerary.
  - Discuss the tour packaging process.
  - What is a tourist attraction ? Explain the importance of tourist attraction.

**P.T.O.**



## SECTION – C

III. Answer **any 3** of the following questions : (3×14=42)

- a) Describe the organisational structure of ministry of civil aviation.
- b) Describe the role of railways in tourism promotion.
- c) Define the term tour operator. What role does a tour operator play in travel market ?
- d) Explain the travel formalities required for international travel.
- e) Write a note on importance of design and layout in travel agencies.

## SECTION – D

IV. Answer **any 2** of the following questions : (2×10=20)

- a) Explain the procedure for opening a travel agency and state the guidelines for recognition of the travel agency.
- b) Explain the various functions of travel agency.
- c) Explain the different forms of tourism transport.

## SECTION – E

V. Answer the following : (1×10=10)

- a) Write a note on growth of tourism industry in India.
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**III Semester B.A./B.Com. (Vocational) Examination, November/December 2017  
(2012-13 and Onwards) (Repeaters)  
TOURISM AND TRAVEL MANAGEMENT  
Paper – 3 : Tourism Marketing**

Time : 3 Hours

Max. Marks : 100

**SECTION – A**

1. Answer **any ten** questions. **Each** carries **two** marks : **(10×2=20)**
- a) Define service marketing.
  - b) What do you mean by marketing mix ?
  - c) What is meant by marketing segmentation ?
  - d) What is wild life tourism ?
  - e) What are the three basic components of tourism ?
  - f) Define marketing information systems.
  - g) Give the meaning of geo-demographic segmentation.
  - h) What are the advantages of branding ?
  - i) What is tour broucher ?
  - j) Enlist the sources of secondary data.
  - k) What are needs of service marketing ?

**SECTION – B**

- Answer **any 5** questions. **Each** question carries **five** marks : **(5×5=25)**
2. Write a note on marketing of resorts.
  3. Explain briefly the role of tourism industry in economical growth of India.
  4. Write a short note on market segmentation.
  5. Enlist the functions of travel agent.
  6. What is behaviouristic segmentation ? Explain in brief.



7. Explain the characteristics of marketing.
8. Write a short note on distribution channels in tourism.

#### SECTION – C

Answer **any 3** questions. **Each** question carries **fifteen** marks : **(3×15=45)**

9. Explain the characteristics of tourism services.
10. Discuss the marketing mix of airline service.
11. Describe the product-strategies in tourism.
12. Briefly explain the marketing research process.
13. Write a note on importance of branding in tourism marketing.

#### SECTION – D

Answer the following question **compulsory**. It carries **ten** marks : **(1×10=10)**

14. Write a note on the pricing decisions of hotel industry.
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