

D 141246**(Pages : 2)****Name.....****Reg. No.....****FOURTH SEMESTER B.VOC. DEGREE EXAMINATION, APRIL 2026**

Tourism and Hospitality Management

SDC 4TH 19—TRAVEL AGENCY AND TOUR OPERATION BUSINESS

(2021 Syllabus)

Time : Two Hours and a Half

Maximum : 80 Marks

Section A (Short Answer Questions)*Answer any number of questions each not exceeding 50 words.**Each question carries 2 marks.**Ceiling of marks for Section A is 25.*

1. Write a short note on Thomas Cook.
2. Who is a ground operator ?
3. Explain Negotiation Skill.
4. Give a note on TAAI.
5. Define Budget Airline.
6. What do you mean by Car Rental ?
7. Define Destination.
8. What is Implant Agency ?
9. Explain FERA.
10. What is market research ?
11. What is incentive travel ?
12. Define Web Fare.
13. Explain Blackout dates.
14. What do you mean by shoulder season.
15. What is Rack Rate ?

Turn over

Section B

Answer any number of questions each not exceeding 100 words.

Each question carries 5 marks.

Ceiling of Marks of Section B is 35.

16. Differentiate between a travel agent and tour operator.
17. What do you mean by integration in Tour Operation Business ? Explain various types of integration.
18. Describe various organizations that travel agencies are linked with.
19. Which are the various sources of income of a travel agent ?
20. Providing travel related information is one among the functions of travel agency. List out various kinds of information disseminated by travel agency.
21. What are the prerequisites to start a travel agency in India ?
22. What are the benefits of IATA recognition to a travel agency ?
23. Explain the role of travel agent as tour counsellor.

Section C

*Answer any **two** questions not exceeding 400 words.*

Each question carries 10 marks.

24. Illustrate the prospects of travel trade in India with suitable examples.
25. Do you think technological advancement impacted travel agency business ? Justify your answer.
26. What is travel documentation ? Which are the important travel documents associated with travel agent's function ?
27. Describe the fiscal and non-fiscal incentives provided by the Government for Travel agencies.

(2 × 10 = 20 marks)