

FOURTH SEMESTER B.Com. DEGREE EXAMINATION, APRIL/MAY 2005

(Vocational Course)

Branch—Tourism and Travel Management

Paper XII—TRAVEL AGENCY TRANSPORT AND TOUR OPERATORS BUSINESS

(2000 admissions)

Time : Three Hours

Maximum : 70 Marks

Part A

*Answer any five questions.
Each question carries 2 marks.*

1. What is Travel Market ?
2. What is Eurail Pass ?
3. What is Special Interest Travel ?
4. What is meant by 'Convention Tourism' ?
5. What is an Itinerary ?
6. What is Baggage Tag ?
7. What is meant by Amtrack Reservation ?

(5 × 2 = 10 marks)

Part B

*Answer any six questions.
Each question carries 5 marks.*

8. Explain in detail the various functions of an IATA approved Travel Agency.
9. Briefly explain the Air Ticketing Procedure.
10. Explain what are the methods of pricing a Package Tour.
11. Discuss the importance of Market Research in Tour Operation.
12. Briefly discuss the need for changing the India's Civil Aviation Policy.
13. What do you mean by 'Baggage Regulations' ? Explain some of the baggage regulations.
14. Explain the role of water transport in the promotion of tourism.
15. Explain the potential of Beach Tourism and Backwater tourism in Kerala.
16. Explain how will you promote Industry Convention Tourism.

(6 × 5 = 30 marks)

Part C

*Answer any two questions.
Each question carries 15 marks.*

17. Discuss in detail the nature and classification of Travel Market in India.
18. Critically examine the role of Rail and Road transport in the promotion of tourism in India.
19. Explain the significance of different types of Conventions. Discuss how will you plan and implement a convention.
20. Critically analyse the contribution of Air India and Indian Airlines in the development of Tourism in India.

(2 × 15 = 30 marks)