

Roll No.

Total Pages : 2

MBA/M-16

11566

TRAVEL AGENCY MANAGEMENT

Paper : HM-209

Time : Three Hours]

[Maximum Marks : 80

Note : Attempt *five* questions, selecting *one* question from each module, Question No. 1 is compulsory, each question carries 16 marks.

Compulsory Question

1. Describe the following :
 - (a) Travel agency
 - (b) Career
 - (c) Tourism vendors
 - (d) Linkages
 - (e) Currency
 - (f) ITDC
 - (g) Itinerary
 - (h) Tour cost.

MODULE-I

2. Define Tour operator. Illustrate various types of tour operators.
3. Write a note on entrepreneurship in tourism in travel agency operation.

MODULE-II

4. Illustrate the main functions performed by the India tour companies.

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[P.T.O.]

5. What is HRP. Discuss the process and importance of HR planning in tour operation business.

MODULE-III

6. Write a note on financial and non-financial incentives for Indian travel agency business.
7. Discuss the procedure for approval of a Travel agency business lay down by the Ministry of Tourism, Govt. of India.

MODULE-IV

8. Describe the role and contribution of IATO in the promotion of travel agency business in India.
 9. Discuss future trends and prospects of tour operation business in India.
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