

TRAVEL AGENCY & TOUR OPERATION  
Paper-21BTTM201

Time allowed : 3 hours / [Maximum marks : 80]

Note : Attempt Six questions in all, Question No.1 is compulsory.

1. Short answer type questions: 10×2=20
- (a) What do you mean by domestic tours?
- (b) Define retail travel agency.
- (c) What do you mean by mark up on tours?
- (d) Define tour package.
- (e) What do you mean by GIT?
- (f) Define break even pricing.
- (g) Define Itinerary.
- (h) Define bundle pricing.
- (i) What do you mean by tour brochure?
- (j) Define adventure tour.
2. Write a detailed note on history and present status of travel agency. 12

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3. Briefly describe the process of approval of travel agency in India from Department of Tourism, Govt. of India. 12
4. Write a detailed note on various functions of travel agency with suitable examples. 12
5. Write short notes on : 6+6
- (a) Role of tour operator
- (b) Types of tour operator
6. Describe the process for approval of Tour operators in India. 12
7. What is tour package pricing? Define various strategies of tour package pricing. 12
8. What do you mean by itinerary? Prepare an itinerary of your favourite destination. 12