

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 86
(For candidates admitted from the academic year 2023 – 2024)

B.A. DEGREE EXAMINATION, NOVEMBER 2023
TOURISM & TRAVEL MANAGEMENT
FIRST SEMESTER

COURSE : MAJOR CORE
PAPER : TRAVEL AGENCY & TOUR OPERATORS MANAGEMENT
SUBJECT CODE : 23TT /MC/TA13
TIME : 3 HOURS **MAX. MARKS: 100**

SECTION A (10 × 2 = 20)		CO	KL
Q.No.	Answer ALL questions in not more than 30 words each.		
1	Who is called a Tour operator?	CO1	K1
2	What is a Travel agent	CO1	K1
3	Define Retail travel agency	CO1	K1
4	Expand WHO	CO1	K1
5	What are the different forms of foreign currency	CO1	K1
6	Explain the Role of human Resource	CO1	K2
7	What is TIM?	CO1	K2
8	What do you mean by cost sheet?	CO1	K2
9	Write a short note on Tourism Marketing	CO1	K2
10	Explain the types of Tour operation.	CO1	K2
SECTION B (4 × 15 = 60)			
Q.No.	Answer any TWO questions from K3 and any TWO questions from K4. Your answers should be in about 800 words each.	CO	KL
11	What is the difference between a travel agent and tour operator?	CO2	K3
12	List out the objectives and aims of TAAI	CO2	K3
13	Differentiate between whole sale travel agency and retail travel agency	CO2	K3
14	Discuss in detail the role of IATA	CO3	K4
15	Briefly explain the source of income of travel agency with suitable examples.	CO3	K4
16	List out the basic functions of Tour operators	CO3	K4
SECTION C (4 × 5 = 20)			
Q.No.	Answer any TWO questions from K5 and any TWO questions from K6. Your answers should be in about 150 words each.	CO	KL
17	Explain the growth and development of SITA	CO4	K5
18	Explain the different types of travel agency	CO4	K5
19	List out the important policies of Travel insurance	CO4	K5
20	Write an account on travel documentation	CO5	K6
21	Prepare a 5 days tour itinerary with costing for any destination	CO5	K6
22	Bring out the importance of Foreign Exchange Regulation Act 1973	CO5	K6
