

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086
(For candidates admitted during the academic year 2023 – 2024 & thereafter)

B.A. DEGREE EXAMINATION, NOVEMBER 2024
TOURISM & TRAVEL MANAGEMENT
FIRST SEMESTER

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

Q. No.	SECTION A (10 × 2 = 20)	CO	KL
Answer ALL questions in not more than 30 words each.			
1	What is Outbound Tourism?	CO1	K1
2	Define Passport.	CO1	K1
3	Who is a wholesale travel agent?	CO1	K1
4	Write a short note on Cox and Kings.	CO1	K1
5	Define travel agency	CO1	K1
6	Explain airport tax.	CO1	K2
7	Explain the role of WTO.	CO1	K2
8	List the factors affecting pricing in tourism.	CO1	K2
9	Classify the different types of tour operators.	CO1	K2
10	Summarise independent retailers in the travel industry.	CO1	K2
Q. No.	SECTION B (4 × 15 = 60)	CO	KL
Answer any TWO questions from K3 and any TWO questions from K4. Your answers should be in about 800 words each.			
11	Assess the key sources of income for a travel agency.	CO2	K3
12	Differentiate various forms of travel agents and explain their roles.	CO2	K3
13	Explain the role of the Travel Agents Association of India (TAAI).	CO2	K3
14	List out the contributions of Thomas Cook to the tourism industry.	CO3	K4
15	Elaborate on the primary functions of a travel agency.	CO3	K4
16	Describe the various types of passports issued by the government.	CO3	K4
Q. No.	SECTION C (4 × 5 = 20)	CO	KL
Answer any TWO questions from K5 and any TWO questions from K6. Your answers should be in about 150 words each.			
17	Discuss the key aspects of Human Resource Management in tourism.	CO4	K5
18	Explain the significance of TTDC.	CO4	K5
19	Analyze the services provided by SITA.	CO4	K5
20	Evaluate the importance of baggage for tourists.	CO5	K6
21	Elaborate the differences between a travel agent and a tour operator.	CO5	K6
22	Discuss the different types of VISA available for travel.	CO5	K6
