

**STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 86
(For candidates admitted from the academic year 2011-2012 & thereafter)**

SUBJECT CODE: 11HS/MC/TA44

**B. A. DEGREE EXAMINATION APRIL 2014
BRANCH I A – HISTORY AND TOURISM
FOURTH SEMESTER**

**COURSE : MAJOR - CORE
PAPER : TRAVEL AGENCIES AND TOUR OPERATOR
TIME : 3 HOURS. MAX. MARKS: 100**

SECTION – A

**ANSWER ALL QUESTIONS. EACH ANSWER NOT TO EXCEED 30
WORDS: (10x3=30)**

1. Mention the importance of ITB.
2. Explain the importance of Internet in tourism.
3. Who is called a Retailers in tourism industry?
4. What does group tour mean?
5. Write a note on Thomas cook
6. Discuss the Need for Legislation with regard to tourism.
7. Explain the importance of exhibitions with regard to hospatality industry
8. Who are Tour operators?
9. Explain the work of TTW
10. What are Brouchers?

SECTION – B

**ANSWER ANY FIVE QUESTIONS. EACH ANSWER NOT TO EXCEED 300
WORDS: (5x 8 = 40)**

11. Explain the procedure for passenger Reservation and Ticketing by tour operators.
12. Discuss the origin and growth of Travel Agency.
13. How does technological advancement help in making hospatality industry a successful one?
14. Discuss the role of different types of tour operators?
15. Bring out the importance of Travel Regulation
16. How does Advertisement help in promoting tourism?
17. Elaborate the role of EIBTM in the growth of tourism industry?
18. Explain the essentials of Warsaw Convention

SECTION – C

ANSWER ALL QUESTIONS. EACH ANSWER NOT TO EXCEED 1000 WORDS:

(3 x 10 = 30)

19. a. Discuss the structure and functions of a Travel Agency.
(OR)
b. Enumerate the public relation methods employed in tourism promotion.
20. a. Explain the role of a tour operator in planning and executing a tour.
(OR)
b. Elaborate the importance of Chicago Convention
- 21.a. Marketing Strategies play a key role in promoting tourism – do you agree.
(OR)
b. Enumerate the importance of WTM.
