

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 2016
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. IUOTO.
2. AMEXO.
3. Thomas Cook.
4. Retail Travel Agent.
5. Package Tour.
6. Itinerary planning in Travel.
7. ITB.
8. TTW.
9. Swiss Guarantee Fund.
10. Online Agents.

SECTION – B

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

11. Trace the development of organized travel.
12. Explain the role of retailers in travel industry.
13. Discuss the functions of tour operators.
14. Give an account of standard reservation rules of IATA.
15. What are the contents needs to prepare a standard Brochure?
16. Describe the advertising methods of tourism promotion.
17. Write a short note on Word Travel Mart.
18. Explain the outcome of Chicago Convention of 1944.

SECTION – C

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

(3 x 10 = 30)

19. (a) Explain the functions of modern travel agencies.
(Or)
(b) Discuss about the Travel Agents Association of India.
20. (a) Examine the use of technological advancement in tour operation.
(Or)
(b) Elaborate the public relation techniques in tourism promotion.
21. (a) List any two names of international tourism fairs and state its functions.
(Or)
(b) Discuss about recently introduced travel legislations.
