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**M.B.A.T.M.****THEORY EXAMINATION (SEM-II) 2016-17  
TRAVEL AGENCY & TOUR MANAGEMENT****Time : 3 Hours****Max. Marks : 100****Note : Be precise in your answer. In case of numerical problem assume data wherever not provided.****[SECTION – A]****1. Attempt all the following questions -****[2x10=20]**

- a) What documents are required to apply for fresh passport?
- b) Define the meaning of passport and what is validity of the same?
- c) What is the full form of IATO and who is heading this organization.
- d) What type of VISA required when anybody going for Medical treatment.
- e) What are the non fiscal incentives in Travel Agency?
- f) Give the abbreviation of the following-
  - i) Lufthansa Air Line
  - ii) International Airport of Delhi
- g) What vaccinations are required while traveling to African country?
- h) Give the codes of the following-
  - i) Jaipur
  - ii) Kolkata
- i) How many baggage pieces are permitted while traveling to USA? And what sizes of the baggage are allowed.
- j) Give the currency code of following currency-
  - i) British Pounds.
  - ii) American dollar

**[SECTION – B]****2. Attempt any five questions –****[10x5=50]**

- a. What do you understand by Marketing Research in Tourism Business? How this research can be benefited to the Tour Operator or Travel Agent.
- b. Define the term Passport. List of different types of Passport?
- c. What is Visa? Explain the different types of Visa.
- d. What are the various Fiscal and non Fiscal incentives to Travel Agency?
- e. Give the brief information of various departments in Travel Agency?
- f. What are the sources of income in Travel Agency?
- g. What are the IATA rules and regulations for approval of a Travel Agency?
- h. Explain the importance of all segments which are involved while preparing a Itinerary.

**[SECTION – C]****Case Study**

Mr/s Hawkins was planning to visit India. Mr. Hawkins asked the Agent to prepare itinerary for 06 days for him which covers the following cities-

- a) Delhi
- b) Agra
- c) Jaipur
- d) Khajuraho
- e) Back to Delhi

The Agent prepared the itinerary as below-

1<sup>st</sup> Day- Delhi- Arrive Delhi at 11:00 hrs.

Transfer to Hotel

Chek in a Hotel

Afternoon – New Delhi sight seeing

Overnight at Hotel

2<sup>nd</sup> Day- Delhi-Jaipur-Morning Old Delhi s/s

Afternoon drive to Jaipur by car(5-6 hrs)

Overnight at Hotel in Jaipur

3<sup>rd</sup> Day- Jaipur- Morning visit to Amber fort

Afternoon visit to City of Jaipur

Overnight Jaipur Hotel

4<sup>th</sup> Day- Jaipur-Agra-Morning drive to Agra vis Fatehpur sikri

Afternoon visit Taj Mahal and Agra Fort

Overnight at Agra Hotel

5<sup>th</sup> Day- Agra- Jhansi-Khajuraho by Shatabdi Express

After arrival Jhansi drive to Khajuraho (5 hrs journey)

Overnight Khajuraho

6<sup>th</sup> Day- Khajuraho- Dehli-Morning city tour of Khajuraho

After noon to catch flight arrive Delhi

Transfer to International Airpurt + to connect Lufthans Flight

After completing the tour Mr. Hawkins complaining that tour was not good as there was no time to rest. We were driving, travelling and sightseeing all the time. It was not my pleasure tour rather it was hectic tour for us. They were very much annoyed and advised Agent that they should have suggested us with better way. We obtained the services from professional people but they could not provide good services.

**Attempt any TWO questions –**

**[15x2=30]**

3. Why Mr. Hawkins was not happy with itinerary?
4. How this itinerary could be planned better way?
5. How future business of the Travel Agent would be affected because of the wrong planning?