

**Naipunnaya School of Management, Cherthala**  
**V Semester B.Com Tourism and Travel Management**  
**Management of Travel Agency -Question Bank, 2016**

**Part –A (Answer all questions. Each carries 1 mark)**

1. Define Tour.
2. What is an itinerary?
3. List out the types of VISA.
4. Define travel voucher.
5. What are MICE?
6. Define inbound tourism.
7. What is fully inclusive tour?
8. Who is a retail travel agent?
9. List out the advantages of CRS.
10. Who is a whole sale travel agent?
11. What is mark up?
12. What is GSA?
13. What do you meant by custom designed tour?
14. What is a pre packaged tour?
15. What is FIT?
16. What is a brochure?
17. Who is a travel agent?
18. What is a travel agency?
19. What is a tailor made package?
20. List out any four major travel agents in India.
21. What is the tagline of makemytrip.com?
22. What are TC's?
23. What are the major factors considering while costing a tour?
24. Where is the head quarter of TAAI locates?
25. What is GIT?
26. Who is a transit passenger?
27. List out the major source of revenue for the travel agents.
28. Who is an intermediary?
29. What is GDS?
30. What is BSP?

**Part-B (Answer all questions. Each question carries 2 marks)**

31. What is conference/convention and how to manage it?
32. Which are the basic elements of air fare?
33. Name the different types of documentation/filing system. What is the purpose of documentation?
33. What is distribution chain?
34. Write a short note on TAAI.
35. What is forex and why do we require it?

36. List out the different method of pricing tour packages?
37. How an outbound travel agency works?
38. What is package tour? Describe its components?
39. What are the major components of convention industry?
40. What is Orbitz and Fam trip?
41. What are the procedures of ticketing?
42. Briefly explain the different sources of income of travel agency?
43. Make a note on the different types of travel intermediaries.
44. Discuss the various steps involved in setting up of a travel agency?
45. Explain the organization structure of a large travel agency?
46. What is convention marketing? How a service provider can market his convention facilities to the customers?
47. What is the role of travel vouchers?
48. What are the different functions of a travel agency?
49. What are the major CRS languages in travel industry?
50. List down the different types of tour operators?

**Part- C (Answer all questions. Each carries 4 marks)**

51. Explain the international travel document requirements?
52. In India, maximum travel agencies are unprofessionally managed. Comment.
53. What are the advantages of automation/IT in travel trade in India?
54. What are the barriers/constraints of travel/tour operation business?
55. Explain the different types of travel agents.
56. Describe the marketing strategies or promotion campaigns undertaken by travel agents?
57. Write a short on the origin and growth of Makemytrip.com
58. What is mediclaim and describe its importance while travelling abroad?
59. Which is the various market research involved in travel agency business?
60. Explain the role of Indian Airlines for the promotion of tourism in India.
61. Write in detail the history of travel agency business globally.

**Part – D (Answer all questions. Each carries 15 marks)**

62. Explain in detail about convention industry and the various marketing techniques used in convention marketing.
63. “Travel agencies in the 21<sup>st</sup> century”. Comment.
64. Discuss the various operations of travel agency.
65. Explain in detail the linkages in travel agency business.
66. What are the challenges in travel agency business? Explain.
67. Discuss the setting up procedures and process involved in travel agency business.
68. Draw the organizational structure of a large scale travel agency and explain the role of each department.
69. Discuss the role of CRS in travel agency business and explain major CRS languages.
70. How Indian railway promotes tourism in India? Explain.
71. What do you mean by a Voucher? Explain different types of travel related vouchers and their roles.

