MBSC-4.1E

Sl. No.

IV Semester M.B.A. Degree Examination, May/June - 2026
MANAGEMENT
TOURISM (Elective - E)
Travel Agency Management
(CBCS, SLM Scheme)

Time : 3 Hours **Maximum Marks : 80**

SECTION - A

Answer any Five questions. Each question carries Five marks. (5×5=25)

1. Define Travel Agency Management and briefly explain the History of Travel agency in India.
2. Describe about types of Ownership in India and Compare and Contrast Sole Proprietorship and Company.
3. Explain the concept of itinerary preparation in travel agency management.
4. What is the role of IATA approval in travel agency business. Discuss the major obstacles faced by the travel agency in IATA approval process.
5. Elucidate the role played by WATA in development of tourism agency.
6. Explain the diversified roles & responsibilities of tour operation organization.
7. List the procedure to be followed to get approval as a Inbound Tour Operator from Ministry of Tourism.

SECTION - B

Answer any Four questions. Each question carries Ten marks. (4×10=40)

8. Analyse how hosting events and festivals can be used as a marketing tool to attract tourists to a destination.
9. Compare the difference between shore excursions and on board activities in cruise.
10. Explain the challenges faced by Global Distribution Systems in the current travel landscape.
11. Water sports is considered to be the "Adventurous" sports in tourism sector. Describe safety guidelines in water sports.
12. Analyze the significance of marketing and branding in the context of inbound tourism.
13. Briefly explain challenges of global travel agency management.

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SECTION - C

Case (Compulsory). **(1×15=15)**

14. In recent years, social media has emerged as a powerful tool influencing the tourism sector in India. With platforms like Instagram, Facebook , and Twitter, travelers are increasingly sharing their experiences, which significantly shapes destination choices for potential tourists. For instance, the rise of travel influencers and user-generated content has led to an increase in interest for off beat destinations such as Spiti Valley and the Andaman Islands. These platforms allow for real-time engagement and feedback, enabling tourism boards and businesses to tailor their offerings based on consumer preferences. As a result, social media not only enhances visibility for lesser-known destinations but also fosters a sense of community among travelers, encouraging them to explore diverse cultures and experiences within India.

Questions:

a) How does the role of user generated content is shaping on travellers behaviour with traditional marketing practices in terms of credibility and influence.

b) Analyze how social media platforms have changed the marketing strategies of tourism businesses in India.

c) Discuss the impact of social media on traveler behavior and decision making processes in India.
