MBSC-4.1E

Sl.No. : **Total No. of Pages : 2**

Fourth Semester M.B.A. Degree Examination, November - 2024
(SLM Scheme) (CBCS)
MANAGEMENT
Elective E : Tourism
Travel Agency Management

Time : 3 Hours **Max. Marks : 80**

SECTION - A

Answer any five sub-questions. Each question carries five marks. [5 × 5 = 25]

Q1) Write a note on beginning of modern travel agencies.

Q2) Bring out the need for travel insurance.

Q3) Explain the significance of providing travel information.

Q4) What is travel formalities? Explain.

Q5) Write a note on types of tour operators.

Q6) Explain the term adventure tour.

Q7) Write a short note on global distribution system.

SECTION - B

Answer any four sub-questions. Each question carries ten marks. [4 × 10 = 40]

Q8) Describe the different types of travel agency ownership.

Q9) Explain the different services provided by travel agencies.

Q10) How to get approval and membership of IATA? Explain.

Q11) Bring out and explain the challenges and earning of a tourist guide.

Q12) Explain the different types of tourist accommodation.

Q13) Describe the safety and security guideline for adventure tour operator.

SECTION - C

Q14) **Case (Compulsory).** **[1 × 15 = 15]**

Tour operators play a crucial role in the tourism value chain. With easy access to information, customer awareness is increasing, and they have a pretty good idea of acceptable service quality. In today's highly competitive world, the profit margins are reducing and the middleman's job is being eliminated. Tour operators must balance the needs of their customers with the logistical and financial challenges of organizing a tour while also ensuring the safety and security of their customers at all times. There are several challenges that tour operators face when organizing a tour. Addressing such challenges is crucial for the successful tour operations.

a) What are the reasons for the challenges faced by tour operators? Explain.

b) How to face such challenges? Explain.