MBSC-4.1E

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

Fourth Semester M.B.A. Degree Examination, October - 2025
(CBCS) (SLM Scheme)
MANAGEMENT
Elective - E : Tourism
Travel Agency Management

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

SECTION - A

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

Q1) Bring out the job structures in travel agencies.

Q2) Write a note on functions of travel agencies.

Q3) Explain the need for accommodation companies in travel trade business.

Q4) Bring out the travel formalities.

Q5) List out the duties and responsibilities of tourist guide.

Q6) What are the types of tourism accommodation? Explain

Q7) Explain the airline reservation.

SECTION - B

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

Q8) Bring out and explain the history of travel agencies.

Q9) Describe the role of travel trade association in travel trade business.

Q10) How to set up a travel agency? Explain.

Q11) Elucidate the different types of tour operators.

Q12) Describe the adventure tourists.

Q13) Explain the features of tourism marketing.

SECTION - C

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

As the travel and tourism sector around the world continues to experience overall robust growth, private and public retailers in this sector; namely the travel agencies, are gearing themselves to handle the brimming business. Travel agencies and other global leaders in the travel business encounter several challenges while delivering their services. A majority of the challenges are associated with the operations involved in the travel agency business. With the growing demand for exclusive travel opportunities, these travel agencies are being riddled with some major stumbling blocks. Experts identified the top five most critical opertional challenges for travel agencies, viz., Inconvenient Booking Services, Unable to Maintain Service Standard, Complexities in service requirements, Data Duplication and Reduced Online Credibility

Questions:

a) What are the reasons for above challenges faced by travel business? Explain.

b) How do you address each one of them? Explain.

c) Bring out the other problems faced by travel agencies in India.

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