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**BBATTCN 203**

**II Semester B.B.A. (TT) Degree Examination, September 2022  
(NEP 2020) (2021 – 22 Batch Onwards)  
TRAVEL AGENCY AND TOUR OPERATION MANAGEMENT (DSCC)**

Time : 2 Hours

Max. Marks : 60

**SECTION – A**

Answer **any five** of the following questions. **Each** question carries **2** marks. **(5×2=10)**

1. Who is a tour operator ?
2. Explain long haul and short haul tours.
3. Explain the role of travel agent.
4. Write on (BSP) Billing and Settlement Plan.
5. Describe the need of intermediaries in service industry.
6. What are the different distribution channel ?
7. What is electronic distribution ?

**SECTION – B**

Answer **any four** of the following questions. **Each** question carries **5** marks. **(4×5=20)**

8. Briefly explain the evolution of tour operation.
9. What is a package tour ? Explain the elements of a package tour.
10. Write a note on :
  - a) AMADEUS.
  - b) WORLDSPAN.
11. Describe the organisation structure of tour operation and risk associated with tour operation.

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12. Write a brief note on Tailor-made Tours, Mass Market Tours and Niche Tours.
13. Explain the concept and structure of travel distribution system.
14. What is an itinerary ? Explain with an example.

**SECTION – C**

Answer **any three** of the following questions. **Each** question carries **10** marks. **(3×10=30)**

15. Describe the different types of travel agency.
  16. Write a note on the challenge of disintermediation and re-intermediation.
  17. What is a travel agency business ? Explain the functions of travel agency.
  18. Briefly explain Airline Reservation System.
  19. Explain the contribution of tour operators and the benefits to tourists.
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