

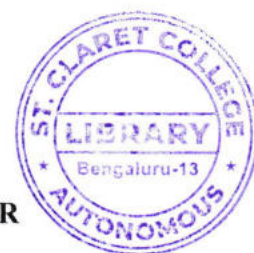
Roll No: \_\_\_\_\_

Date: \_\_\_/\_\_\_/\_\_\_

# St. Claret College

Autonomous, Bengaluru

UG END SEMESTER EXAMINATION-NOV 2025  
B.COM TOURISM AND TRAVEL MANAGEMENT III SEMESTER  
BCT 3325 TRAVEL AGENCY AND TOUR OPERATIONS



14

TIME: 3 hours.

MAX. MARKS: 80

This paper contains two printed pages and four parts

**Instructions:**

1. Verify and ensure that the question paper is completely printed.
2. Any discrepancies or questions about the exam paper must be reported to the COE within 1 hour after the examination.
3. Students must check the course title and course code before answering the questions.

**PART-A**

Answer ALL questions. Each answer carries ONE mark.

[ 1 x 10 = 10 ]

1. A travel agency primarily acts as a:  
A. Tour operator      B. Travel intermediary      C. Transport company      D. Tourist guide
2. Which of the following is an example of an Outbound Tour Operator?  
A. Cox & Kings      B. India tourism      C. IRCTC      D. Karnataka Tourism
3. The first modern organised travel agent in the world was established by:  
A. Thomas Cook      B. Marco Polo      C. Henry Ford      D. Francis Bacon
4. DMO stands for:  
A. Destination Marketing Organization      B. Domestic Market Office  
C. Destination Management Organization      D. Department of Marketing Operations
5. Which of the following department of a travel agency handles ticket reservations?  
A. Accounts Department      B. Tours Department  
C. Ticketing Department      D. Marketing Department
6. Which of the following documents is not required for obtaining a passport?  
A. Address proof      B. Birth certificate      C. Flight ticket      D. Identity proof
7. FIT in tour operations stands for:  
A. Fully Inclusive Tour      B. Free Independent Traveler  
C. Fixed International Trip      D. Frequent International Traveler

8. Which of the following is an example of online travel agency (OTA)?  
A. MakeMyTrip      B. IRCTC      C. Air India      D. Club Mahindra
9. The recognition of travel agencies in India is granted by:  
A. Reserve Bank of India      B. Ministry of Tourism  
C. Indian Railways      D. State Governments only
10. The main role of tour escorts is to:  
A. Manage finance      B. Guide tourists during tours      C. Issue visas      D. Arrange publicity

#### **PART-B**

**Answer any THREE questions. Each answer carries EIGHT marks. [ 3 x 8 = 24]**

11. Differentiate between travel agencies and tour operators.
12. Describe the importance of Online Travel Agencies (OTA).
13. Explain the roles and responsibilities of Destination Management Organizations (DMOs).
14. Discuss the various travel services offered by a travel agency.
15. Write a note on the importance of social media and digital marketing for travel agencies.

#### **PART-C**

**Answer any THREE questions. Each answer carries TWELVE marks. [ 3 x 12 = 36]**

16. Discuss the types of travel agencies and tour operators with examples.
17. Describe the organizational structure of a large travel agency.
18. Explain in detail the steps involved in designing a tour package and preparing an itinerary.
19. Describe the procedures and approvals required to set up a travel agency in India.
20. Discuss the factors affecting tour costing and pricing.

#### **PART-D**

**Answer ONE question. Each answer carries TEN marks. [ 1 x 10 = 10]**

21. Analyze the following situation and answer the sub questions

#### **Case Study: The Rise of Online Travel Agencies (OTAs) in India**

With the growth of the internet and smartphone usage, Online Travel Agencies (OTAs) such as MakeMyTrip, Goibibo, and Yatra have transformed the travel booking process in India. Customers can now book flights, hotels, and tour packages online with ease. Traditional travel agencies are facing stiff competition but are adapting through hybrid business models that combine personal service with digital tools. The COVID-19 pandemic further accelerated digital adoption, and many agencies are now focusing on contactless bookings, personalized packages, and social media marketing.

#### **Sub-Questions:**

- a) Explain the impact of OTAs on traditional travel agencies in India. (5 Marks)
- b) Discuss the advantages and challenges faced by travel agencies in the digital era. (5 Marks)