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IV Semester B.Com. (Vocational) Examination, May 2017
(Semester Scheme) (Repeaters)
(2012 – 13 and Onwards)
TRAVEL AND TOURISM MANAGEMENT
Paper – IV : Travel Agency and Tour Operator Organizations

Time : 3 Hours

Max. Marks : 100

Instruction : Answer *all* Sections directed below.

SECTION – A

Answer **any ten** of the following. **Each** carries **two** marks.

(10×2=20)

1. Define Travel Agency.
2. Name the types of Passport.
3. Give the meaning of motels and resorts.
4. Name any two online travel portals.
5. Who is a tour operator ?
6. Mention four types of accommodations.
7. Name any four types of VISA.
8. Expand the following city codes.
DEL, IXD, BLR, HJR
9. Define travel insurance.
10. Define Passport.
11. Define tourist VISA.
12. What are the different types of commissions earned by 'Travel Agencies' ?



SECTION - C

Answer **any three** of the following :

(3×14=42)

7. 'One State Many World's - A campaign of Karnataka Tourism promotion. Comment.
8. Critically examine the role of tourism marketing research in India.
9. Explain the steps involved in tourism marketing research.
10. Explain the different approaches to study of tourism marketing.
11. Write a note on Indian Tourism Industry.

SECTION - D

12. Give a note on **any three** of the following :

(3×10=30)

- 1) International Tourism
 - 2) Advertisement copy
 - 3) Marketing Research
 - 4) Tourism product.
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