



SS – 675

III Semester B.Com. (Vocational) Examination, November/December 2018
(CBCS) (F+R) (2014 – 15 Only)

TOURISM AND TRAVEL MANAGEMENT

Paper – 3 : Travel Agency and Tour Operator Organisations
(CBCS – 70 Marks – 2015 – 16 & Onwards/100 Marks 2014 – 15 Only)

Time : 3 Hours

Max. Marks : 100/70

Instructions : 1) Section **A, B** and **C** for CBCS 70 mark.
2) Answer Section **A, B, C, D** and **E** for 100 mark scheme.

SECTION – A

- I. Answer **any 5** questions. Each question carries **two** marks. (2×5=10)
- a) Define tour operator.
 - b) Mention any two functions of a travel agency.
 - c) What is tour costing ?
 - d) Define package tour.
 - e) Define retail travel agency.
 - f) What is tour itinerary ?
 - g) What is student visa ?
 - h) Expand KSTDC and ITDC.

SECTION – B

- II. Answer **any 3** of the following questions. (3×6=18)
- a) What is IATA ? What are its functions ?
 - b) Explain the different types of tour operators.
 - c) Prepare a note on various aspects of an itinerary.
 - d) Discuss the types of travel agent.
 - e) What is ITDC ? What are the function of ITDC ?

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SECTION – C

III. Answer **any 3** questions. (3×14=42)

- a) Explain the different function of a travel agency.
- b) Explain travel documentation.
- c) Mention the types of visa and what are the document required to obtain a visa ?
- d) Prepare a note on tour packaging process.
- e) Prepare a note on KSTDC.

SECTION – D

IV. Answer **any 2** of the following questions. (2×10=20)

- a) Explain the guidelines to become a recognised travel agent.
- b) Explain the functions of a tour guide.
- c) Prepare a note on PATA.

SECTION – E

V. Answer the following. (1×10=10)

Write a note on tourism industry in India.



**III Semester B.Com. (Vocational) Examination, November/December 2018
(Repeaters) (2012 – 13 & Onwards)**

TOURISM AND TRAVEL MANAGEMENT

Paper – 3 : Tourism Marketing

Time : 3 Hours

Max. Marks : 100

Instruction : Answer the questions as directed below.

SECTION – A

I. Answer **any four** of the following. **Each** question carries **2** marks. **(4×2=8)**

- a) Define tourism marketing.
- b) What is primary and secondary data ?
- c) Mention any 2 functions of MIS.
- d) Mention any 2 factors of market segmentation.
- e) Mention the different forms of communication.
- f) What is positioning ?
- g) Mention any two importance of tourism marketing.

SECTION – B

II. Answer **any four** of the following questions. **Each** question carries **8** marks. **(4×8=32)**

- 1) Write a note on tourism marketing mix.
 - 2) Write a note on Marketing Information Systems (MIS) and its functions.
 - 3) Write a note on importance of marketing research in tourism industry.
 - 4) Write a note on distribution channels in tourism marketing.
 - 5) Steps involved in customer satisfaction in tourism industry.
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SECTION – C

III. Answer **any four** of the following questions. **Each** question carries **15** marks.

(4×15=60)

- 1) Briefly explain the concept of STP (Segment Target and Positioning).
 - 2) What are the challenges faced by tourism and hospitality industry in marketing their products.
 - 3) Prepare an itinerary to heritage circuits and Karnataka for 5 days/4 nights.
 - 4) Define market segmentation. Explain the basis for segmenting consumers market.
 - 5) Write a note on marketing strategy to promote airlines in developing a destination off your choice.
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