

Dr. Babasaheb Ambedkar Open University
Term End Examination February – 2026

Course	: BBAATR	Date	: 12-Feb-26
Subject Code	: BBAATR-201	Time	: 03:00pm to 05:15pm
Subject Name	: Travel Agency and Tour Operations	Duration	: 02.15 Hours
		Max. Marks	: 70

Section A

Answer the following (Attempt any three) (30)

1. What are the basic requirements for starting travel agency?
2. Explain resources and steps for itinerary planning.
3. Discuss in detail about Indian Travel Associations.
4. Define Relationship with Tourist Transport Providers and Accommodation Providers.
5. Explain history of travel agency business in India.

Section B

Answer the following (Attempt any four) (20)

1. Which are the departments in travel agency and tour operators?
2. What are the Plan and Requirement for MICE?
3. What are the strategies to increasing revenue?
4. Which are the special services given by tour operators?
5. What are the functions of travel agents?
6. Write difference between travel agent and tour operator.

Section C

Part – A (Multiple Choice Questions) (10)

- 1 A _____ structure refers to a management system with only a few tiers.
A Flat B Functional
C Flatarchies D None of the above
- 2 The consideration while selecting venue is _____.
A Size B Budget
C Location D All of the above
- 3 Young travel agent make most common mistake of selling
A Nothing B Something
C Everything D All of the above
- 4 A wholesaler who sells package tours is called a
A Tour operator B Travel Agent
C Travel Agency D None of the above
- 5 In a tour package the accommodation cost roughly
A 15% B 25%
C 35% D 45%

- 6 Full form of FIT is

A Fair Individual Tour	B Free independent Tourism
C Free Independent Traveller	D Free Individual Tourism
- 7 The Indian Tourism Development Corporation was established in the year_____.

A 1966	B 1947
C 1951	D 1990
- 8 A minimum visible acuity of 20/50 is required by which travel professional.

A Travel Consultant	B Travel Guide
C Airport Representative	D Driver
- 9 How much in general travel agent charge commission on package tour?

A 5% to 10%	B 10% to 15%
C 15% to 20%	D 20% to 25%
- 10 Mode Tour become first travel agency in

A North Korea	B South Korea
C China	D Japan

Part – B (Do as Directed)

(10)

True or False

- 1 Functional structure is also known as bureaucratic organisational structure.
- 2 Incentive travel is a form of marketing.
- 3 In MICE 'T' stands for Income.
- 4 LLP acronym stands for Limited Liability Period.
- 5 A travel agency is also called as Distributor of tourist product.
- 6 Qutub Minar Complex is situated in Delhi.
- 7 Meal plan is not the important factor in designing the tour packages.
- 8 IUCN was established in 1948.
- 9 Disposable income of tourist is due to rise in saving.
- 10 17% of airline cost is Distribution Cost.
