

Roll No.

Total Pages : 2

NMT/M-24

27310

**ADVANCED TRAVEL AGENCY
MANAGEMENT**

Paper–CC–MTTM–402

Time Allowed : 3 Hours]

[Maximum Marks : 50

Note : Attempt **five** questions in all, selecting **one** question from each Unit. Question No. **1** is compulsory. All questions carry equal marks.

Compulsory Question

1. Describe the following : 10
 - (a) Receptive operator-scope
 - (b) Fusion holidays.
 - (c) Pre-Tour planning – concept and need.
 - (d) E-Tour itinerary- components.

UNIT–I

2. Illustrate the growing dimensions of travel agency and tour operation business in India. 10
3. Define MNCs. Discuss the impact of MNC Travel agencies in the growth and development of Indian tourism industry. 10

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UNIT–II

4. Define the Handling agency. Elaborate the criteria used by the International travel agency to select Indian Handling agencies. 10
5. Discuss with examples the functions of Indian destination management companies. 10

UNIT–III

6. Define itinerary planning. Illustrate the procedure for design and development of a multi- destination tour itinerary. 10
7. Write a note on post-tour management. 10

UNIT–IV

8. Define the Strategic management. Discuss its objectives and process in tour operation business. 10
9. Write a note on marketing strategies of Inbound tour packages by any two travel agencies. 10

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2