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School of Hospitality
MBA Tourism and Travel
Mid Term Examination - May 2024

Duration : 90 Minutes
Max Marks : 50

Sem II - I1PE204T - Travel Agency and Tour Operation Business

General Instructions

Answer to the specific question asked

Draw neat, labelled diagrams wherever necessary

Approved data hand books are allowed subject to verification by the Invigilator

- 1) Define itinerary and explain its importance in travel planning. K2 (2)
- 2) What role do pull factors play in attracting customers to travel agency services? K1 (3)
- 3) Explain the significance of the emergence of travel intermediaries in facilitating travel arrangements. K2 (4)
- 4) Describe the emergence of Indian travel agents and tour operators in the travel industry. K2 (6)
- 5) How do travel agencies and tour operators collaborate to provide comprehensive travel services? K3 (6)
- 6) Explain how the interplay of push and pull factors influences the growth and evolution of the travel agency business. K3 (9)
- 7) What impact did the emergence of online booking platforms have on traditional travel agencies? K4 (8)
- 8) Explain the concept of time management in itinerary planning and strategies travelers can use to optimize their time during travel. K4 (12)

OR

Discuss the concept of spontaneity in itinerary planning and when it might be appropriate to leave room for unplanned activities or discoveries. K4 (12)