

School of Hospitality

**MBA Tourism and Travel
Semester End Examination - Jun 2024**

**Duration : 180 Minutes
Max Marks : 100**

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) What are natural tourism resources? Provide examples. K1(2)
- 2) Explain the interrelationship between travel agents and tour operators in the travel industry. K2(4)
- 3) Explain the concept of tour operators and their role in the travel industry. K2(6)
- 4) What are the key elements of a tour package, and how do tour operators negotiate with suppliers to create cost-effective packages? K3(9)
- 5) Explain the role of technology in streamlining operations and enhancing customer experiences for travel agencies and tour operators. K3(9)
- 6) Explain the significance of buffer time in itinerary planning and provide examples of when it might be necessary. K5(10)
- 7) Discuss the role of communication and coordination in group travel itinerary planning and how travelers can ensure smooth coordination among participants. K4(12)
- 8) Discuss the role of budgeting in itinerary planning and strategies travelers can use to manage their expenses. K5(15)
- 9) Explain the process of booking accommodations and transportation for an itinerary and factors to consider when making reservations. K5(15)
- 10) Perform a comparative study of different types of organizational structures suitable for a travel agency/tour operation business, including sole proprietorship, partnership, limited liability company (LLC), and corporation. Analyze the advantages and disadvantages of each structure in terms of liability, taxation, decision-making, and scalability. K6(18)