

TRAVEL AGENCY AND TOUR OPERATIONS BUSINESS (757)

Sample Question Paper

ClassXII

2018-19

Time: 3Hours

Max. Marks:60

General Instructions:

1. Question paper is divided into two sections: Section-A and Section- B.
2. Section–A:
 - i. Multiple choice question/Fill in the blanks/Direct Questions of 1 mark each. Answer any 10 questions out of the given 12 questions.
 - ii. Very Short Answer of 2 marks each. Answer any 5 questions from the given 7 questions.
 - iii. Short Answer of 3 marks each. Answer any 5 questions from the given 7 questions.
3. Section–B:Long/Essay type questions of 5 marks each. Answer any 5 questions from the given 7 questions.
4. All questions of a particular section must be attempted in the correct order.
5. Pleasecheck that this question paper contains 33 questions out of which 25 questions are to be attempted.
6. The maximum time allowed is 3 hrs.

SECTION –A

Answer any 10 questions out of the given 12 questions:

1. Who is known as the Father of the Travel Agency Business (1)
 - a. Thomas Cook
 - b. Jeena and Co.
 - c. Lee and Muirhead
 - d. Cox and kings
2. A wholesaler who sells package tours is called a (1)
 - a. Travel Agent
 - b. Travel agency
 - c. Tour operator
 - d. None of the above
3. A concept in which customer choose their holiday from brochures on racks and then (1)
book it from counter.
 - a. Holiday super market concept
 - b. Holiday service market concept
 - c. Holiday super market contract
 - d. Holiday service market contract

- 4.** CRS stands for (1)
- a. Computer Reservation system
 - b. Customer Reservation system
 - c. Consumer Reservation system
 - d. Computer Reservation software
- 5.** Which of the following is not a activity of Travel Agency? (1)
- a) ticketing
 - b) documentation
 - c) insurance
 - d) planninG
- 6.** POSD stands for: - (1)
- a. Point of service delivery
 - b. Point of sales duration
 - c. Point of special days
 - d. none of these
- 7.** Itinerary is also know as (1)
- a. Tour Plan
 - b. Tour Product
 - c. Travel Facilities
 - d. Tour services
- 8.** A tour accompanied by qualified, trained and experienced tour managers or guides is (1)
called
- a. Independent Tour
 - b. Incentivized Tour
 - c. Escorted Tour
 - d. Hosted Tour
- 9.** MICE stands for:- (1)
- a. Meetings Incentives Conferences Expositions
 - b. Meetings Incentives Customer Expositions
 - c. Meetings Incentives Conferences Expenditure
 - d. Money Incentives Conferences Expositions
- 10.** It is Common method of giving discounts from the daily quoted prices in order to (1)
close bookings
- a. Per Unit Pricing
 - b. Last Minute Pricing
 - c. Seasonal Pricing
 - d. Rack Rate Pricing
- 11.**The value release or the acquisition of economic resources in order to take (1)
managerial decisions is called
- a. Tour
 - b. Services
 - c. Cost
 - d. None of these

12. Which of the following is not the global leader (1)
- a. World span
 - b. Sabre
 - c. International
 - d. World Wide web

Very Short Questions: (2 marks each).

Answer any 5 questions out of the given 7 questions:

13. Write the meaning of Travel Business. (2)
14. What are the elements of a travel agent? (2)
15. What is the importance of transportation? (2)
16. List the difference between FIT and GIT? (2)
17. Discuss the concept of freedom tours? (2)
18. What do you mean by costing? Write its types. (2)
19. What are the benefits of professional bodies for tourism industry? (2)

Short Questions: (3marks each).

Answer any 5 questions out of the given 7 questions:

- 20 Discuss the functions of Travel Agency. (3)
- 21 Write the importance of travel documentation? (3)
- 22 Expand and Explain LCC. (3)
- 23 Explain the three types of tour itinerary. (3)
- 24 What is brochure? Explain the importance of Tour brochures. (3)
- 25 Describe Interrelated components with examples. (3)
- 26 What do you mean by Global Distribution System. (3)

SECTION -B

Long/Essay type questions (5 marks each).

Answer any 5 questions out of the given 7 questions:

27. What are the basis for classification of tour operators? (5)
28. Explain the mechanism of operating travel agency. (5)
29. Briefly explain the National Highways authority of India in Indian roadways. (5)

- 30.** What are the Do's and Don'ts in Itinerary planning? **(5)**
- 31.** Elaborate the components of package tours. **(5)**
- 32.** Discuss the various pricing strategies in tour packages. **(5)**
- 33.** Explain the role of Amadeus in integrating travel services across the world **(5)**