

(2)

Unit-I

2. 'Travel and Tourism is not a new phenomenon to India' how? Discuss. 10
3. What are the basic travel motivators? 10

Unit-II

4. What is IATA? Define its objectives. 10
5. Write short notes on the followings : 5+5
 - (a) Tourism Resources
 - (b) WTO

Unit-III

6. Discuss the History of Travel Agency operation in India. 10
7. Write short notes on the followings : 5+5
 - (a) Travel Agent
 - (b) Retail Travel Agency

Unit-IV

8. What is the importance of Automation in Travel Agency? 10
9. What is the Travel Marketing? 10

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Roll No. _____

SFA-4123

D.I.A.T. & C.R.S. Examination, 2015

Paper-I

Tourism Concept & Travel Agency Management
(DIAT-01)

Time Allowed : Three Hours] [Maximum Marks :70

Note : Answer five questions in all. Question No. 1 is compulsory and attempt one question from each Unit. Marks are given besides each question.

1. Write short notes on the following : 6×5=30
 - (a) Industrial Revolution
 - (b) Passport
 - (c) Wholesale Travel Agency
 - (d) Tour Operator
 - (e) Disposable Income
 - (f) Ground Handler