

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BSc DEGREE EXAMINATION MAY 2026
(Second Semester)

Branch – HOSPITALITY & TOURISM MANAGEMENT

TRAVEL AGENCY & TOUR OPERATIONS

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	Which organization sets regulations for international airline ticketing? (i) UNWTO (ii) IATA (iii) ICAO (iv) WTO	K1	CO1
	2	What does the outbound department deal with? (i) Domestic pilgrimage only (ii) Residents traveling abroad (iii) Foreign tourists visiting the country (iv) Cargo transport	K1	CO1
2	3	Tell the main feature of a package tour (i) More expensive (ii) Cost-effectiveness (iii) Time consuming (iv) Unorganized	K1	CO2
	4	What is the measuring for foreign Independent Tour (FIT)? (i) Group travel (ii) School tour (iii) Corporate meeting (iv) Individual travel with pre-arranged services	K1	CO2
3	5	How are route maps useful in itinerary planning? (i) Only for calculating distance (ii) To plan logical travel flow and avoid backtracking (iii) To decide hotel star rating (iv) Only for marketing the tour	K1	CO3
	6	Which factor is most important while deciding the route in an itinerary? (i) Shopping options (ii) Airline preference (iii) Hotel luxury (iv) Tourist interest	K1	CO3
4	7	What does customer satisfaction help in? (i) Decreased sales (ii) Customer loyalty (iii) Negative word-of-mouth (iv) Higher complaints	K1	CO4
	8	What is the use of problem solving skill? (i) Create more issues (ii) Delay service (iii) Resolve customer concerns effectively (iv) Avoid customers	K1	CO4
5	9	What is the measuring of “going green” in tourism? (i) Painting hotels green (ii) Reducing environmental impact (iii) Increasing plastic usage (iv) Cutting trees	K1	CO5
	10	List down one of the major trend in travel industry (i) Cash-only transactions (ii) Personalized travel experiences (iii) No online reviews (iv) Manual ticketing	K1	CO5

Cont...

SECTION - B (35 Marks)Answer **ALL** questions**ALL** questions carry **EQUAL** Marks (5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Explain the functions of a travel agency.	K2	CO1
		(OR)		
	11.b.	Classify the various types of travel agencies and explain them.		
2	12.a.	Interpret the difference between inbound and outbound tour operators.	K2,K3	CO2
		(OR)		
	12.b.	Develop a package tour plan for a historical city visit for three days.		
3	13.a.	Outline the basic components of an itinerary in a tour.	K2,K3	CO3
		(OR)		
	13.b.	Identify the impact of tourist interest in itinerary design.		
4	14.a.	Assess the role of customer service in a business.	K5	CO4
		(OR)		
	14.b.	Explain the needs for handling customer complaints promptly.		
5	15.a.	Analyze the concept of "emerging trends" in tourism with examples.	K4	CO5
		(OR)		
	15.b.	Examine how a destination can position itself as a niche tourism hub.		

SECTION - C (30 Marks)Answer **ANY THREE** questions**ALL** questions carry **EQUAL** Marks (3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Determine the sources of income for a travel agency.	K5	CO1
2	17	Compare the functions of a tour operator and a travel agent.	K2	CO2
3	18	List down the importance of route planning in itinerary preparation.	K4	CO3
4	19	Evaluate the effectiveness of follow-up in the sales process.	K4	CO4
5	20	Analyze the advantages and challenges of catering to SMERF tourism segments.	K4	CO5

Z-Z-Z

END