



V. M. SALGAOCAR INSTITUTE
of
INTERNATIONAL HOSPITALITY EDUCATION

M.Sc. INTERNATIONAL HOSPITALITY AND TOURISM MANAGEMENT

Type: Semester End Assessment (SEA)

Date: 30/05/2023

Batch and Semester: 2022-2024 & 2

Total Marks: 40

Time Duration: 2 Hours

Course Name: Travel Agency & Tour Operations Management

Course Code: IHT-524

Instructor: Mr. Frazer Rodrigues

This paper contains 01 page in addition to the cover page.

Full Name of the Student: _____

Permanent Registration Number: _____ Class: _____

Marks Obtained: _____ Faculty Signature: _____ Invigilator Signature: _____

Main Answer Sheet	Number of Supplements	Total Number of Answer Sheets
01		

- Carefully read each question at the outset of the paper. All queries must be addressed to the faculty within the first 10 minutes of the examination.
- Students are expected to maintain complete silence in the examination hall and should not interact or communicate with their peers.
- Students will carry only their essential stationery like pens, pencils, ruler and simple calculators into the examination hall.
- Bags, eatables, drinks, etc. will not be allowed inside the hall with the exception of a bottle of water.
- Cell phones, electronic data banks, scientific calculator and smart/beeping watches are prohibited in the examination hall.
- Students will answer the examination with only blue/ black ball point pens unless informed differently by faculty. Avoid usage of green or red ink pens on the answer sheet.
- Dictionaries will not be allowed into examination hall unless informed differently by faculty.



Answer All Questions

Q.1.) What are the Legal requirement /Procedure to become a Travel Agency in India? **(10 Marks)**

Q.2.) More challenges are faced in travel business in such a competitive situation crowded with competitors. What are challenges faced by Travel Agents and Tour Operators and ways to overcome it. **(10 Marks)**

Q.3.) Travel agents and tour operators play a major role in boosting tourism growth across the globe. Differentiate between Travel Agent and Tour Operators **(10 Marks)**

Q.4.) Describe the Marketing Mix and Marketing Strategy of Travel Agents and Tour Operators **(10 Marks)**
