

**2022**

**TOURISM AND TRAVEL MANAGEMENT**

**QP : Tour Manager**

**Paper : TTM-VC-4026**

**[ Tour Manager—II (ii) ]**

**Full Marks : 60**

**Time : 3 hours**

*The figures in the margin indicate full marks  
for the questions*

**1. Answer the following as directed : 1×7=7**

(a) WTTC stands for \_\_\_\_\_.  
( Fill in the blank )

(b) IATA stands for \_\_\_\_\_.  
( Fill in the blank )

(c) CRS stands for \_\_\_\_\_.  
( Fill in the blank )

(d) TAAI stands for \_\_\_\_\_.  
( Fill in the blank )

(e) ITDC stands for \_\_\_\_\_.  
( Fill in the blank )



( 2 )

(f) Cox & Kings is a multinational travel agency.

( Write True or False )

(g) Yatra.com is an online travel agency.

( Write True or False )

2. Give short answers of the following :  $2 \times 4 = 8$

(a) Describe the duties and responsibilities of a tour manager.

(b) Define personal hygiene.

(c) State various services and facilities provided in a MICE tour.

(d) What are phonetic alphabets? Give its importance for making reservations.

3. Answer any *three* of the following :  $5 \times 3 = 15$

(a) Explain in detail the five A's that are essential for a tourist destination.

(b) What are the processes for getting approval of a travel agency business by the Government?

(c) Explain in detail about TAAT organization.

(d) Explain briefly Toy Trains of India.

(e) Explain management of a travel agency.

( 3 )

4. Answer any *three* of the following in detail :

$10 \times 3 = 30$

(a) What is pest control? What are the different methods of pest control?

(b) What is customer satisfaction? Mention few strategies to achieve customer satisfaction in tourism business.

(c) What is cross contamination? Mention the ways to prevent cross contamination.

(d) What do you mean by personal hygiene? Explain the handwashing procedure.

(e) "Achieving customer satisfaction through customer-centric service." Explain.

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