

<b>Name:</b>	 <b>UPES</b> UNIVERSITY WITH A PURPOSE
<b>Enrolment No:</b>	

**UNIVERSITY OF PETROLEUM AND ENERGY STUDIES**  
**End Semester Examination, DEC 2020**

<b>Course: Travel and Tour Agency</b>	<b>Semester: V</b>
<b>Program: BBA AVM</b>	<b>Time: 03 Hours</b>
<b>Course code: TRAV 8002</b>	<b>Max. Marks: 100</b>

**SECTION A**

		Marks	CO
<b>I</b>	<b>Answer All the questions:</b>		
	<b>A. Building long-term relationships with customers is essential for any business. The application of technology, to get the customer connects in Travel agency business?</b>  1) Customer retailing management 2) Consumer relationship management 3) Customer relationship management 4) Customer resource management	<b>5</b>	<b>CO3</b>
	<b>B. The use of online and offline promotion techniques to increase the audience of a site is known as a:</b>  1) Search engine optimisation 2) Search engine marketing 3) Quality score 4) Traffic building campaign	<b>5</b>	<b>CO2</b>
	<b>C. A strength of social media and viral marketing is:</b> 1) Cannot be ignored in user's inbox 2) It is possible to reach a large number at relatively low cost 3) Highly targeted with controlled costs 4) Considered credible	<b>5</b>	<b>CO3</b>
	<b>D. Expand POSD</b>  1) Point of sale delivery 2) Point of Service delivery 3) Point of Sales distinction 4) Point of Service distinction	<b>5</b>	<b>CO4</b>
	<b>E. ----- is the product of Travel agent</b>  1) Amadeaus 2) Itinerary 3) comission	<b>5</b>	<b>CO3</b>

	4) Expedia		
	F. Short Haul travel is meant for _____Activities? 1) MICE 2) Pilgrimage 3) leisure 4) Education	<b>5</b>	<b>CO1</b>
<b>SECTION B</b>			
<b>Q</b>	<b>Answer the questions in details: (A</b>		
	1. What are Pacakge Tours and Corporate Tour, and explain how wholesale travel agents generates Profits ?	<b>10</b>	<b>CO4</b>
	2. Define Tour Itinerary and Explains its types?	<b>10</b>	<b>CO3</b>
	3. Explain the stages of Tourism Planning and its importance to the destination development?	<b>10</b>	<b>CO1</b>
	4. How Social media helps in the travel Product & services distribution process?	<b>10</b>	<b>CO1</b>
	5. What are the new pricing strategies used in tour operations business?	<b>10</b>	<b>CO2</b>
<b>SECTION-C</b>			
	Answer the below mentioned Question (Answer any two)		
	1. Explain the all the Stages of Product life cycle?	<b>10</b>	<b>CO2</b>
	2. Describe Interrelated components of tourism with examples.	<b>10</b>	<b>CO4</b>
	3. Choose one Travel agency service Provider and reconstruct the Planning and implementation stategy to Develop Small ilands in India union territory?	<b>10</b>	<b>CO1</b>