



Name :

Roll No. :

Invigilator's Signature :

CS/BTTM/SEM-5/TTM-504B/2011-12

2011

TOUR PACKAGE OPERATION-I

Time Allotted : 3 Hours

Full Marks : 70

The figures in the margin indicate full marks.

Candidates are required to give their answers in their own words as far as practicable.

GROUP – A

(Multiple Choice Type Questions)

1. Choose the correct alternatives for the following :

10 × 1 = 10

- i) International kite festival held at
 - a) Kovalum
 - b) Ahamadabad
 - c) Port Blair
 - d) Delhi.
- ii) National Highways are maintained and developed by
 - a) B.R.O.
 - b) D.G.C.A.
 - c) N.H.A.I.
 - d) all of these.
- iii) AGT statement is associate with
 - a) Airlines
 - b) Cruiselines
 - c) Buses
 - d) Trains.

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- iv) "Hindustan Ka Dil Dekho" is the official tourism slogan for the state of
- a) Karnataka b) Madhya Pradesh
- c) Tamil Nadu d) Andhra Pradesh.
- v) Package for World Cup in South Africa is an example of
- a) Special Interest Tourism
- b) Cultural Tourism
- c) None of these
- d) All of these.
- vi) Make my trip is known to people as
- a) Travel Agency b) Banking Services
- c) Hospitality Services d) None of these.
- vii) Ground Handling is a common term used mostly in
- a) Hotel Industry b) Airline Industry
- c) RTO d) None of these.
- viii) Amber fort is situated at
- a) Agra b) Jaipur
- c) Delhi d) Pune.



- ix) AVIS is a
- a) Car rental company
 - b) Hotel chain
 - c) Tour operator
 - d) Travel Agency.
- x) Make-up price is
- a) commission for the tour operator
 - b) total price of the tour package
 - c) cost price of the package
 - d) none of these.

GROUP – B

(Short Answer Type Questions)

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

2. Write a note on special interest tours.
3. Discuss the advantages of tailor-made tour package.
4. Discuss various components of a package tour.
5. Analyse the role of confidential tariff in tour package.
6. Explain the importance of fam-tour.

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GROUP – C

(Long Answer Type Questions)

Answer any *three* of the following.

3 × 15 = 45

7. Identify the factors you will keep in mind while design a tour brochure ? Discuss the importance of each factor.
8. Explain the various steps involve in designing a package tour. State the advantages and disadvantages of package tour.
9. Prepare a tour package consisting of golden triangle and highlight the important features of historical monuments.
10. Discuss the essential skills required for making a presentation to a group of tourist about a package tour.
11. What are the key features of a tour brochure ? How it helps in selling a package tour ?

