Name :	
Roll No. :	A spense (V Raminige 2nd Expland
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 :

 $10 \times 1 = 10$

- 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.

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b) Hotel chain

AVIS is a

a)

ix)

- 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. $3 \times 5 = 15$

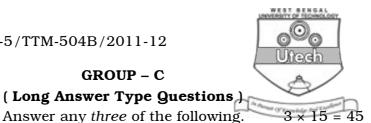
- 2. Write a note on special interest tours.
- 3. Discuss the advantages of tailor-made tour package.
- 4. Discuss various components of a package tour.
- 5. Analyse the role of confidential tariff in tour package.
- 6. Explain the importance of fam-tour.

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7. Identify the factors you will keep in mind while design a tour brochure ? Discuss the importance of each factor.

GROUP – C

- 8. Explain the various steps involve in designing a package tour. State the advantages and disadvantages of package tour.
- Prepare a tour package consisting of golden triangle and 9. 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 ?

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