



Name :

Roll No. :

Invigilator's Signature :

CS/BTTM/SEM-5/TTM-505B/2010-11

2010-11

TOUR PACKAGE OPERATION – II

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) Which item among the following is commonly excluded from the price of a pre-packaged tour ?
 - a) Accommodation
 - b) Meals
 - c) Sightseeing
 - d) Laundry service.
 - ii) A free or reduced rate tour offered to travel writers, travel agents, media, airlines as a way of informing the customer and to stimulate the suppliers to sell those tours are called
 - a) Familiarisation tour
 - b) Conducted tour
 - c) Escorted tour
 - d) None of these.
 - iii) Desert tourism can be seen in
 - a) Uttar Pradesh
 - b) Bihar
 - c) Rajasthan
 - d) Gujarat.



- iv) Rock climbing is a part of
- a) Adventure tourism b) Even based tourism
c) Beach tourism d) Excursions.
- v) Commission is a part of
- a) Itinerary
b) Costing
c) Advertisement
d) Human Resource Management.
- vi) What does GIT stand for ?
- a) Gross individual tour b) Group inclusive tour
c) Great Indian tour d) Group intensive tour.
- vii) An Itinerary should avoid
- a) Criss Crossing b) Double Crossing
c) Avoid the destination d) Single Crossing.
- viii) The core part of Itinerary is
- a) Costing b) Packaging
c) Marketing d) Selling.
- ix) Hotel Voucher deals with
- a) Customer b) Hotelier
c) Agent d) Supplier.
- x) The full form of D.S.R. is
- a) Daily Sales Record
b) Departmental Sales Record
c) Divisional Sales Record
d) None of these.



GROUP – B

(Short Answer Type Questions)

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

2. What do you mean by closing of Sales ? What are its methods ? (General outline and brief points on the methods)
3. How does a tour operator handle the client's complaints ? (Stress on complain handling and actions taken)
4. What is DSR ? What is its relevance in a travel agency ? (Definition and discussion on DSR and its importance as a document)
5. Bring out the concept of Commission in the Travel Industry. (Concept oriented and bring out the relevance)
6. What is a package tour ? What are the different types of package tour ? How do you plan for a package tour ?
7. Describe the role of technology in Tour operation business.

GROUP – C

(Long Answer Type Questions)

Answer any *three* of the following. $3 \times 15 = 45$

8. What do you mean by 'Closing of sale' ? What are the various hurdles and its solution of closing of a sale ?
9. What is tour costing ? Briefly explain the different issues to be undertaken for costing of the tour. $5 + 10$

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10. Who is tour operator ? Explain the various ways through which a tour operator earns revenue for his company. What are the various ways of cancellation of tickets ? 3 + 8 + 4
11. What is tariff ? What are the various types of tariff in Travel industry ? Give an account on it.
12. What is an itinerary ? What is its importance ? Prepare 10 nights and 11 days itinerary starting from Chennai covering the places of South India.
