



Name :

Roll No. :

Invigilator's Signature :

**CS/BTTM/SEM-5/TTM-505B/2012-13
2012**

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 × 1 = 10

- i) Communication to the tour guide refers to
 - a) language proficiency
 - b) try to get rid of regional accent
 - c) use synonyms to describe something
 - d) all of these.
- ii) Guest handling is a common term used mostly in
 - a) Hotel Industry
 - b) Airlines Industry
 - c) Govt. office
 - d) None of these.



- iii) The major obstacle for a package tour is
- a) time
 - b) pace
 - c) both (a) and (b)
 - d) none of these.
- iv) Guide training course is conducted by
- a) DOT
 - b) ITDC
 - c) Tour operator
 - d) All of these.
- v) The head office of TAAI is in
- a) Mumbai
 - b) Kolkata
 - c) Chennai
 - d) Bengaluru.
- vi) Proper grooming is an integral part of service industry. This refers to
- a) good sense of dressing
 - b) well mannered
 - c) products knowledge
 - d) all of these.
- vii) Mark up price is
- a) commission for the tour operator
 - b) total price of the tour package
 - c) cost price of the tour package
 - d) none of these.



- viii) The concept of B 2 B means
- a) supplier to supplier b) customer to supplier
 c) customer to customer d) customer to retailer.
- ix) “Ganesh Puja” celebration is famous in the city of
- a) Kolkata b) Ahmedabad
 c) Chennai d) Mumbai.
- x) “Small but beautiful” is the official tourism slogan for the state of
- a) Karnataka b) Sikkim
 c) Tamil Nadu d) Andhra Pradesh.

GROUP - B

(Short Answer Type Questions)

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

2. What do you mean by Itinerary ? What are the necessary requirements of preparing an Itinerary ? $2 + 3$
3. What are the major factors while you are preparing Itinerary ?
4. What is ‘tariff’ ? What are the differences between normal tariff and confidential tariff ?
5. What are the significances of Credit Card ?
6. What is Concept Selling ? Explain with example. $2 + 3$



GROUP - C

(Long Answer Type Questions)

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

7. What is the process to prepare an Itinerary ? What are the “don’ts” while you are preparing an Itinerary ? $10 + 5$
8. What is Tour Costing ? What is the process to cost a tour ? $5 + 10$
9. What are the different sources of Commission ? What is the role of commission agents in tour package ? $5 + 10$
10. What is DSR ? How to maintain DSR of a company ? $5 + 10$
11. What is the process to handle Client Complain ? What are the qualities should have to handle client ? $10 + 5$

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