



Name :

Roll No. :

Invigilator's Signature :

CS/BTTM/SEM-5/TTM-504B/2009-10

2009

TOUR PACKAGE OPERATIONS – 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 any *ten* of the following : 10 × 1 = 10
 - i) The main inputs of tour operation are
 - a) purchase of transport facilities
 - b) purchase of accommodation facilities
 - c) arrangement for sightseeing and shopping
 - d) all of these.
 - ii) A package tour in which tourist travel independently is called
 - a) hosted tour
 - b) escorted tour
 - c) independent tour
 - d) conducted tour.



- iii) Add-on prices for additional days or optional services is known as
- a) tour supplements b) double rate
c) inclusive d) net fare.
- iv) Indian passport is valid for
- a) five years b) ten years
c) twenty years d) seven years.
- v) Mr. X travels from Paris to Delhi and back to Paris, it is a
- a) one-way trip b) round trip
c) circle trip d) open-jaw trip.
- vi) Tour guide is a person
- a) who takes tourist from one place to another place of tourism interest & explain
b) is a cultural ambassador of a country/place
c) who is certified by the Ministry of tourism, Govt. of India
d) all of these.
- vii) Area survey of a destination is an integral part of
- a) tour package designing
b) tour package planning
c) confidential tariff arrangement
d) seasonal consideration.
- viii) 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.



- ix) Presentation skill is highlighted in
- a) itinerary
 - b) tour guide
 - c) promotional CDs
 - d) all of these.
- x) One advantage of tailor-made package tour is
- a) time saving
 - b) customer oriented
 - c) destination oriented
 - d) product specific.
- xi) PNR stands for
- a) Passenger Name Reservation
 - b) Passenger Name Record
 - c) Past No Record
 - d) Passenger Name Request.
- xii) Alleppy is an
- a) adventure tourism destination
 - b) cultural destination
 - c) religious cultural destination
 - d) none of these.
- xiii) The location where a rental car will be obtained is called
- a) pick-up point
 - b) drop-off point
 - c) departure point
 - d) none of these.

GROUP – B

(Short Answer Type Questions)

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

2. What is Tour Package ? How do you sell Individual Tourism product ? 1 + 4
3. Define the term tour brochure. How can you make it more attractive ? 5

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4. Write a note on Golden triangle of Orissa. Prepare an itinerary. 5
5. What is the importance of package tours in Indian domestic tourism industry ? 5
6. What type of health tourism product does India offer ? 5

GROUP – C

(Long Answer Type Questions)

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

7. What is tour package designing ? Discuss in detail, various components of tour package with suitable example. $3 + 12$
8. What are the different types of package tours ? Explain the advantages & limitations of tailor-made tour package. $6 + 9$
9. How will you plan for a tour package ? Explain in brief. 15
10. A customer has approached you in your travel agency for traveling to Europe for leisure and recreation. Write down at least ten questions you will ask to get his booking done. 15
11. Write short notes on any *three* of the following : 3×5
 - a) Jungle safari
 - b) Destination survey
 - c) Seasons & tourism
 - d) Confidential tariff