



Name :

Roll No. :

Invigilator's Signature :

CS/BTTM/SEM-5/TTM-505B/2009-10

2009

TOUR PACKAGE OPERATIONS – 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 any *ten* of the following : 10 × 1 = 10

i) Which of the following categories is important to consider when planning a client's tour itinerary ?

- a) pace
- b) interests
- c) routing
- d) all of these.

ii) An itinerary provides the passenger with

- a) flight details, check-in times etc
- b) flight prices
- c) insurance coverage details
- d) none of these.



- iii) The rising and lowering of price to manipulate sales is called
 - a) demand
 - b) price elasticity
 - c) customer user free
 - d) excessive fare.
- iv) A ticketed air segment that is not on a specific flight is known as
 - a) open segment
 - b) closed segment
 - c) open secret segment
 - d) none of these.
- v) 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.
- vi) 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.
- vii) All information about the customers account is stored in Credit Cards in the
 - a) credit card number
 - b) magnetic strips
 - c) signature panel
 - d) account of the same.
- viii) Factors affecting tour costs are
 - a) seasonality
 - b) exchange rates
 - c) both (a) & (b)
 - d) none of these.



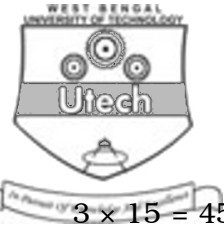
- ix) Konkon Railways plies in
- a) Western Coast of India
 - b) Central India
 - c) Western India
 - d) Eastern India.
- x) Which one is called a return trip ?
- a) CCU – DEL – CCU b) CCU – BLR
 - c) CCU – MAA – BLR d) DEL – BOM – IXR.
- xi) A resort providing hot springs or baths and other health enhancing facilities are called
- a) flotel b) spa
 - c) sauna d) none of these.

GROUP – B
(Short Answer Type Questions)

Answer any *three* of the following. 3 × 5 = 15

2. What do you mean by closing of sales ? What are its methods ? 2 + 3
3. Bring out the concept of commission in the Travel Industry. 5
4. How does a tour operator handle the client's complaints ? 5
5. Write a note on tour package, mark-up & commission. 5
6. What do you mean by concept selling ? 5

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GROUP – C

(Long Answer Type Questions)

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

7. What is an itinerary ? What are the necessary requirements for itinerary preparation ? What are the DOs & DONTs of itinerary preparation ? 3 + 5 + 7
8. What is tour costing ? Briefly explain the different issues to be undertaken for costing of the tour. 5 + 10
9. What is complaint management ? How to manage complaints ? Why is it important in tourism and hospitality ? 5 + 5 + 5
10. Prepare a detailed tour itinerary for 58 pax for a package tour to Shimla-Kulu-Manali-Manikaran for 12 days. Departure from Kolkata and back. The tour itinerary should contain all the necessary information for the tour. 15
11. Write short notes on any *three* of the following : 3 × 5
 - a) Relevance of credit cards
 - b) Daily sales record
 - c) Hotel & Airline vouchers
 - d) PAX docket.

