	Utech
Name :	
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Invigilator's Signature :	

# CS/BTTM/SEM-5/TTM-504B/2010-11 2010-11 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 the following:  $10 \times 1 = 10$ 
  - i) 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.
  - ii) The Government of India is planning to develop few selected villages as a destination for
    - a) Rural Tourism
    - b) Special Interest Tourism
    - c) Cultural Tourism
    - d) Tribal Tourism.

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	a)	Avis	b)	Hertz Annual (y Exemple) and Explored
	c)	Car Master	d)	Budget.
iv)	Petronas Tower is located in			
	a)	Thailand	b)	Malaysia
	c)	Singapore	d)	Japan.
v)	MAF	meal plan means		
	a)	Breakfast only		
	b)	Breakfast, lunch & din	ner	
	c)	Breakfast & one meal		
	d)	No breakfast.		
vi)	Rail	_		ain inaugurated by the years birth centenary
	a)	Mahatma Gandhi		
	b)	Madan Mohan Malaviy	<i>a</i>	
	c)	Pandit Jawaharlal Neh	ru	
	d)	Rabindranath Tagore.		
vii)		dustan Ka Dil Dekho" he state of	is the	e official tourism slogan
	a)	Karnataka	b)	Madhya Pradesh
	c)	Tamil Nadu	d)	Andhra Pradesh.
viii)	) A tour guide must be proficient in			
	a)	leadership skill	b)	decision making skill
	c)	planning skill	d)	all of these.
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iii) Which is largest car rental company in the world?



- ix) Kite festival is famous in
  - a) Kerala

- b) Karnataka
- c) Gujarat
- d) Haryana.

- x) GIT means
  - a) Grand International Travel
  - b) Group Inclusive Tour
  - c) Global International Tourism
  - d) Grand Inclusive Travel.

#### **GROUP - B**

# (Short Answer Type Questions)

Answer any *three* of the following.

 $3 \times 5 = 15$ 

- 2. Explain Special Interest Tourism.
- 3. Write short notes on any two historical monuments of India.
- 4. What is Package Holiday? Do you think package is cheaper than individual components of tourism product?
- 5. Define the term 'tour brochure'. How do you make brochure more attractive?
- 6. What are the steps in tour package designing?
- 7. What do you mean by tour departure list?

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### **GROUP - C**

# (Long Answer Type Questions)

Answer any three of the following.



- 8. Describe the presentation skills necessary for an executive to sell package tours.
- 9. What is itinerary? Plan a detailed itinerary for 15 days visit to South India.
- 10. What are the various steps involved in tour package designing? What are the advantages and limitations of the package tour? 10 + 5
- 11. Write short notes on any three of the following:
  - a) Brochures
  - b) Reservation & Cancellation
  - c) Escorting a student group
  - d) Hotel vouchers.
- 12. Write short notes on the following:
  - a) Role of escort in package tour operation.
  - b) Communication skills of a Tour executive.

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