



Name :

Roll No. :

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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GROUP – C

(Long Answer Type Questions)

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

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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