



Name :

Roll No. :

Invigilator's Signature :

CS /BTTM/SEPARATE SUPPLE/SEM-6/TTM-601B/2011

2011

TOUR PACKAGE OPERATION-III

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) A tour guide should be
 - a) Multilingual
 - b) Bilingual
 - c) Pessimistic
 - d) none of these.

- ii) Tour escorts are mostly provided by
 - a) Private escort agencies
 - b) Tour operators
 - c) Govt. Tourist office
 - d) none of these.



- iii) The facts about Daily Sales Report involves
- a) the amount of sales made in a day recorded
 - b) that it is always sent to the marketing manager by sales executives for analysis of the sales
 - c) both (a) & (b)
 - d) none of these.
- iv) FIT means
- a) Free International Travel
 - b) Free International Tourism
 - c) Free Individual Tourists.
 - d) Fake International Tourists.
- v) The official ambassador for Gujarat Tourism is
- a) Amitabh Bachchan
 - b) M.S. Dhoni
 - c) Vijay Malia
 - d) none of these.
- vi) All information of a railway passenger is stored in
- a) OAG Code
 - b) PNR Code
 - c) PIN Code
 - d) None of these.
- vii) All oldest travel agent of India is
- a) Cox & Kings
 - b) Jeena & Company
 - c) Club Mahindra
 - d) None of these.



GROUP – C

(Long Answer Type Questions)

Answer any *three* of the following.

3 × 15 = 45

6. What are the differences between tour guide and touts ?
Briefly discuss the positive and negative roles played by touts
in Indian tourism. 5 + 10

7. Briefly describe the various skills necessary for a tour guide
to lead a tour group of cultural tourist.

8. Who is a travel agent ? What are the different functions
performed by him ? Explain with proper example. 5 + 10

9. Write an essay on the grooming and personal hygiene of a
tour guide.

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