	Utech
Name :	
Roll No.:	To diverse the Samuelety and Explained
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:

 $10 \times 1 = 10$ 

- 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. Tlourist office
  - d) none of these.

SS-97 [ Turn over

- CS/BTTM/SEPARATE SUPPLE/SEM-6/TTM-601B/20 The facts about Daily Sales Report involves
  - the amount of sales made in a day recorded a)
  - that it is always sent to the marketing manager by b) sales executives for analysis of the sales
  - both (a) & (b) c)
  - d) none of these.
  - iv) FIT means
    - Free International Travel a)
    - Free International Tourism b)
    - Free Individual Tourists. c)
    - Fake International Tourists. d)
  - The official ambassador for Gujarat Tourism is v)
    - a) Amitabh Bachchan
- b) M.S. Dhoni
- Vijay Malia c)
- d) none of these.
- All information of a railway passenger is stored in vi)
  - OAG Code a)
- b) PNR Code
- c) PIN Code
- d) None of these.
- vii) All oldest travel egent of India is
  - Cox & Kings a)
- b) Jeena & Company
- c) Club Mahindra
- d) None of these.

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

viii) Guide training course in India is conducted by

a) IATA

b) ASTA

c) ITDC

- d) TAAI.
- ix) The Airline Code of Kingfisher Airways is
  - a) IT

b) 9W

c) SW

- d) 6W.
- x) Air Traffic Control is located in
  - a) Airport
- b) Seaport
- c) Lounge
- d) none of these.

#### **GROUP - B**

#### (Short Answer Type Questions)

Answer any *three* of the following.

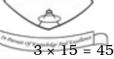
 $3 \times 5 = 15$ 

- 2. Discuss the difference between the tour guide and tour escort.
- 3. Discuss about the concept of point of arrival and departure in tourism services.
- 4. What role does the government play in improving the standards of tour guide in India?
- 5. What are the checklists for a tour guide before starting with a new group?

## CS/BTTM/SEPARATE SUPPLE/SEM-6/TTM-601B/20

#### **GROUP - C**

# ( Long Answer Type Questions ) Answer any *three* of the following.



- 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.
- Who is a travel agent ? What are the different functions 8. performed by him? Explain with proper example. 5 + 10
- Write an essay on the grooming and personal hygiene of a 9. tour guide.

SS-97 4