

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

Bachelor of Tourism and Travel Management (Sem.-4)

TOUR PACKAGING DESIGN

Subject Code : BTM-404-18

M.Code : 77521

Date of Examination : 17-05-2024

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

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1. SECTION-A is **COMPULSORY** consisting of **TEN** questions carrying **TWO** marks each.
 2. SECTION-B contains **FIVE** questions carrying **FIVE** marks each and students have to attempt any **FOUR** questions.
 3. SECTION-C contains **THREE** questions carrying **TEN** marks each and students have to attempt any **TWO** questions.

SECTION-A

1. Write briefly :
 - a) Adventure tour
 - b) Tour costing
 - c) Downtown hotel
 - d) Tour-package
 - e) Rural Tourism
 - f) Premium pricing
 - g) Meetings
 - h) Architectural tour
 - i) Offline special interest tour
 - j) Name different meal plans.

SECTION-B

2. Explain forms of package tour.
3. Difference between 'Inclusion' and 'Exclusion' in a tour package.
4. Explain various types of costs.
5. Make a 5D/4N itinerary of adventure tour package.
6. Describe the purpose of ethnic tours.

SECTION-C

7. Discuss the role of liaison and negotiation in the successful execution of package tours.
8. Explain FIT costing and group costing with examples.
9. Discuss the significance of selecting appropriate media channels in the promotion of tour operations.

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.

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Date of Examination :02-01-2025

Time : 3 Hrs.

Max. Marks : 60

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2. SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.
3. SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.

SECTION-A

I. Write briefly:

- a) Define a package tour.
- b) List two components of a package tour.
- c) What is the significance of liaising in tour packaging?
- d) Name two disadvantages of a package tour.
- e) What are two criteria for selecting media for tour promotion?
- f) Define FIT costing.
- g) What is a differential tariff plan?
- h) Name two types of costs involved in tour costing.
- i) Mention any two types of adventure tours.
- j) What are rural or village tours?

SECTION-B

2. Explain the advantages of package tours in the tourism industry.
3. Discuss the types of media used in promoting tour operations.
4. Describe the main components of a cost sheet in tour costing.
5. Explain pricing strategies used in tour packages.
6. Describe the characteristics of eco and wildlife tours.

SECTION-C

7. Analyze the role of negotiation in tour packaging and its importance for successful tour operations.
8. Explain the promotion strategies for popular tour packages, using a case study of a leading tour operator.
9. Discuss the different types of special interest tours and their appeal to various tourist groups.

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TOUR PACKAGING DESIGN

Subject Code : BTTM-404-18

M.Code: 77521

Date of Examination : 27-05-2025

Time : 3 Hrs.

Max. Marks : 60

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SECTION-A

1. Write briefly:

- Describe B&B stay.
- What is Solo traveler?
- Describe village tourism.
- How will you define special interest tours?
- Difference between leisure trip & business trip.
- What is a tour guide & what is his / her role?
- What is GIT? Describe characteristics also.
- Enlist various modern media used in promotion of tour package.
- Difference between FIT & GIT.
- Describe characteristics of a Boutique hotel.

SECTION - B

2. What are advantage & disadvantages of Package tour?
3. Difference between brochures and tailor made tours?
4. Write the selection criteria of types of media for promotion of tour packages.
5. Write a case study on one the leading Inbound company.
6. Write a note on Eco & Wildlife tours?

SECTION - C

7. What are products oriented package tours? Describe with the help of popular tour package of India.
8. Write an essay on negotiation & brochure preparation of a tour package.
9. Describe the technical aspects of operation's handling of tour package.

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