

**A-0266**

**Total Pages : 4**

**Roll No. -----**

**BTTM-302**

**Itinerary Preparation and Tour Packaging**

**Bachelor of Tourism & Travel Management (BTTM)**

**3<sup>rd</sup> Semester Examination 2024 (Dec.)**

**Time: 2:00 hrs**

**Max. Marks: 35**

**Note : This paper is of thirty five (35) marks divided into Two (02) Section A and B. Attempt the questions contained in these sections according to the detailed instructions given therein. Candidates should limit their answers to the questions on the given answer sheet. No additional (B) answer sheet will be issued.**

**P.T.O.**

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## **Section-A**

### **(Long-Answer-Type Questions)**

**Note : Section 'A' contains Five (05) long-answer-type questions of Nine and Half (9½) marks each. Learners are required to answer any Two (02) questions only.**

**(2x9½=19 )**

- Q.1. Discuss the factors influencing the pricing of FIT (Free Independent Traveler) and GIT (Group Inclusive Tour) packages.
- Q.2. Discuss the sequence and timing of attractions in itinerary preparation and how it affects the client's satisfaction.
- Q.3. Elaborate on the role and importance of a tour escort's itinerary in ensuring a seamless travel experience.
- Q.4. Create a sample three days-two nights itinerary for a tourist visiting a major destination of your choice.

- Q.5. Elaborate on the process of negotiating and contracting with suppliers in tour operations.

## **Section-B**

### **(Short-Answer-Type Questions)**

**Note : Section 'B' contains Eight (08) short-answer-type questions of Four (04) marks each. Learners are required to answer any Four (04) questions only.**

**[4x4=16]**

- Q.1. Mention the primary components of a tour package.
- Q.2. How does transportation influence the success of tour packages?
- Q.3. Explain the key components considered in the costing of a tour itinerary.

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- Q.4. Discuss main constraints in itinerary development.
- Q.5. What is Adventure tourism? Support your answer with examples of various adventure sports of India.
- Q.6. Define MICE packages and briefly elaborate on their target audience.
- Q.7. Differentiate between pre-designed and tailor-made itineraries.
- Q.8. What are the key considerations in route planning for itineraries?

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