

**A-0482**

**Total Pages : 3**

**Roll No. ....**

**MTTM-302**

**Itinerary Planning and Tour packaging  
Master of Tourism & Travel Management (MTTM)  
Examination 2026 (Feb.)**

**Time: 02:00 hrs**

**Max. Marks: 35**

Note : This paper is of Thirty Five (35) marks divided in to 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.*

**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)**

**P.T.O**

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1. Analyze the importance of marketing tour packages, highlighting its need and importance.
2. Describe the unique features of MICE-centric itineraries, highlighting case examples.
3. Explain the key elements and steps involved in formulating a standard tour package.
4. Describe the concept, nature and scope of tour packaging.
5. Describe the role of a tour manager's/itinerary, highlighting its definitions and case examples.

### **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)**

1. Discuss the meaning of the features of Tailor Made itinerary.
2. What are the components of an effective tour itinerary?
3. What is tour package costing?
4. Explain the concept of land-based adventure tourism packages.
5. What are special interest tour packages?
6. Differentiate between Tour Package and Tour Itinerary.
7. Discuss the key features of water sports Based Packages.
8. Role of information and research input in preparation of tour itineraries.

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