

A-385

Total Pages : 3

Roll No. -----

BTTM-302

Itinerary Preparation and Tour Packaging

Bachelor of Tourism & Travel Management (BTTM)

3rd Semester, Examination 2024 (June)

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 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 (9.5) marks each. Learners are required to answer any Two (02) questions only.

[2x9.5=19]

P.T.O.

- Q.1. Explore and compare different modes of transportation commonly used in itinerary planning.
- Q.2. Discuss the essential components of a well-structured travel itinerary. How do these components contribute to a positive travel experience?
- Q.3. A travel agent require information and research input in preparation of tour itinerary. Justify this statement by highlighting the various sources of information used by travel agent and list main benefits of information sources.
- Q.4. Enlist the factors affecting the tour cost. Analyze the role of accommodation in influencing tour cost?
- Q.5. Explain the growing trend of wellness tourism. What components are typically included in wellness tour packages? Explain with the help of an itinerary.

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. What is tailor-made itinerary? Explain the advantages of tailor-made itinerary.

- Q.2. Who is a Tour Manager? How Tour Manager's itinerary differ from the Tourist's itinerary?
- Q.3. Explain the forms of Special Interest Tourism.
- Q.4. Bring out the difference between pricing of Tour Packages for FIT and GIT.
- Q.5. Write a note on importance of Negotiation and Contracting with suppliers.
- Q.6. Write a note on MICE package.
- Q.7. Explain the potential of promoting sports tourism in India.
- Q.8. Draw the cost sheet.
