

A-0658

Total Pages : 3

Roll No.

BTTM-302

Bachelor of Tourism & Travel Management (BTTM)

(Itinerary Preparation and Tour Packaging)

Examination, June 2025

Time : 2:00 Hrs.

Max. Marks : 35

Note :- This paper is of Thirty Five (35) marks divided into Two (02) Sections '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) $2 \times 9\frac{1}{2} = 19$

Note :- Section 'A' contains Five (05) Long-answer type questions of Nine and Half ($9\frac{1}{2}$) marks each. Learners are required to answer any *two* (02) questions only.

- Q. 1. Discuss the major components of tour packages with examples.
- Q. 2. Explain the art of itinerary planning, focusing on the factors affecting its preparation.
- Q. 3. Describe the importance of pricing strategies in the profitability of tour operators.
- Q. 4. Design a historical and cultural tour package for a heritage city of your choice.
- Q. 5. Describe the responsibilities and challenges associated with a tour manager's itinerary.

Section–B

(Short Answer Type Questions) 4×4=16

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.

- Q. 1. Why is negotiation with suppliers crucial for tour operators ?
- Q. 2. What is the role of a tour escort in ensuring a successful trip ?

- Q. 3. What is strategic costing in tour operations ?
- Q. 4. What are the components of a tour cost ?
- Q. 5. Define the FIT and GIT pricing strategies.
- Q. 6. What are special interest tour packages ? Explain with examples.
- Q. 7. What factors are affecting the tour pricing ?
- Q. 8. What is the importance of energy level considerations in itinerary planning ?
