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Total Pages : 3

Roll No.

MTTM-302

Itinerary Planning and Tour Packaging

Master of Tourism and Travel Management (MTTM)

3rd Semester Examination, 2023 (June)

Time : 2 Hours]

[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 answer 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.
(2×9½=19)

1. Discuss the meaning and components of Tour Itinerary.

2. Describe the land-based adventure tour package and design the five days tour package of any one destination of your choice.
3. Define Tailor Made Itinerary. Discuss its features and significance.
4. Elaborate the role of airlines in promotion of tourism business.
5. What is Tour Costing? Discuss the factors affecting the price of a tour.

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. (4×4=16)

1. Describe the meaning of special interest tour package.
2. Elaborate the significance of tour packages.
3. Explain the four types of tour packages.
4. Describe the role and responsibilities of tour escort.

5. Explain the steps involved in formulation of standard tour package.
 6. Describe the water-based adventure tour package.
 7. What are the different types of tour itinerary?
 8. What are the features of MICE tourism?
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