

MTM–302/MTTM–302**Itinerary Planning and Tour Packaging****Master of Tourism & Travel Management****(MTM–12/MTTM–16/17)****Third Semester, Examination, 2017****Time : 3 Hours****Max. Marks : 40**

Note : This paper is of **forty (40)** marks containing **three (03)** Sections A, B and C. Attempt the questions contained in these Sections according to the detailed instructions given therein.

Section–A**(Long Answer Type Questions)**

Note : Section ‘A’ contains four (04) long answer type questions of nine and half $9\frac{1}{2}$ marks each.

Learners are required to answer *two* (02) questions only.

1. Define intinerary and also explain its scope and importance in brief.
2. Discuss about the various steps involved in formulation of a four package and its benefits in brief.
3. Explain the role of marketing to sale a tour package in detail.
4. Define the scope of special interest tour packages in brief.

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 *four* (04) questions only.

1. What is white river rafting ?
2. What is wellness tourism ? Why is it special for tourist ?
3. Differentiate between the 'common interest' and 'special interest' itinerary.
4. Differentiate between costing and pricing of tour packages.
5. Define eco-tourism and its importances.
6. Discuss about the 'Aero-Sports' in brief.
7. Differentiate between tailor made and flexible itinerary.
8. Discuss pilgrimage tourism and its advantages for the destination.

Section-C**(Objective Type Questions)**

Note : Section 'C' contains ten (10) objective type questions of half $\frac{1}{2}$ mark each. All the questions of this Section are compulsory.

1. The name of River Yamuna starts from :
 - (a) Rudra Prayag
 - (b) Dev Prayag
 - (c) Rishikesh
 - (d) Yamunotri

2. Deccan Odyssey luxury train starts from which state ?
 - (a) Sikkim
 - (b) Kerala
 - (c) Bihar
 - (d) Maharashtra
3. In which state is “Sun Temple” located ?
 - (a) M. P.
 - (b) U. P.
 - (c) Bihar
 - (d) Odisha
4. In which state is Jim Corbett National Park located ?
 - (a) U. P.
 - (b) M. P.
 - (c) W. B.
 - (d) Uttarakhand
5. The symbol of love is located in :
 - (a) Kanpur
 - (b) Delhi
 - (c) Lucknow
 - (d) Agra
6. Which state is known as Dev-Bhumi ?
 - (a) M. P.
 - (b) U. P.
 - (c) Kerala
 - (d) Uttarakhand

7. In which place first sermon was delivered by Lord Buddha ?
- (a) Gaya
 - (b) Sarnath
 - (c) Kushinagar
 - (d) Kapil Vastu
8. Gir National Park is located in :
- (a) M. P.
 - (b) Kerala
 - (c) Gujarat
 - (d) Odisha
9. Main source of income of Uttarakhand is :
- (a) Energy
 - (b) Forest Resource and Tourism
 - (c) Industry
 - (d) Agriculture
10. Which among the following is world heritage site ?
- (a) Red Fort
 - (b) Lotus Temple
 - (c) J. K. Temple
 - (d) Rajghat