

Roll No. ....

## **BTS–302/BTTM–302**

### **Itinerary Preparation and Tour Packaging**

Bachelor of Tourism and Travel Management

(BTS–12/BTTM–16/17)

Third Semester, Examination, 2018

**Time : 3 Hours**

**Max. Marks : 40**

**Note :** This paper is of **forty (40)** marks containing **three (03)** Sections A, B and C. Learners are required to 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. Write the various characteristics of itinerary planning with the help of suitable examples.
2. What is special interest tourism ? Explain with the help of examples.

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3. What is wellness tourism ? Explain with the help of examples.
4. What are the components of tour packages ? Explain with the help of 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 *four* (04) questions only.

1. Write a note on FIT and GIT.
2. Write a note on relevance and importance of an itinerary for tourists.
3. Write a note on pre-designed and tailor made itinerary.
4. Write a note on corporate packages.
5. Write a note on parking management.
6. Write about cultural tour package.
7. Write a note on adventure tour package.
8. Write a note on monumental tour package.

### **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. Define MICE.
2. Define tour escort.

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3. Define tour guide.
4. Meaning of F&B.
5. Define tour itinerary.
6. Define FIT.
7. Define GIT.
8. Define tour costing.
9. Define accommodation.
10. Define tour package.