

Roll No.

MTM-302/MTTM-302

Itinerary Planning and Tour Packaging

Master of Tourism and Travel Management

(MTM-12/MTTM-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. Explain in detail about different components of an Effective Tour Itinerary.
2. What is Tour Manager Itinerary ? What kinds of precautions are taking while making a tour manager's itinerary ?

(B-63) P. T. O.

3. Discuss in detail about the different components of Tour Costing.
4. Make 07 days itinerary for Buddhist Circuit and also Cost that 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 *four* (04) questions only.

1. What are the significance of Itinerary ?
2. What is Tailor Made Itinerary ?
3. Explain about Pricing of Itinerary.
4. Discuss Tour Escorts Itinerary.
5. Explain the policy made for marketing of an Itinerary.
6. What is special interest Itinerary ?
7. Discuss about Open Jaw.
8. Discuss about the component of an effective Itinerary.

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.

Write True *or* False :

1. Trekking is Special Interest Packaging. (True/False)

2. Tour Manager Itinerary is used by the tourist.
(True/False)
3. Skiing is water based Adventure sports activity.
(True/False)
4. Aero Sport is Culture Tour Package. (True/False)
5. Ethnic Tourism is Special Interest Tourism.
(True/False)
6. MICE is Special Interest Tourism. (True/False)
7. DEL-BOM is a Circle Trip. (True/False)
8. CCU-MAA-CCU is Return Trip. (True/False)
9. Visit in Museum is a kinds of Special Interest Tourism.
(True/False)
10. Nainital is famous for Culture Tourism. (True/False)