

Roll No.

MTM-302/MTTM-302

Itinerary Planning and Tour Packaging

**Master of Tourism & Travel Management
(MTM-12/MTTM-16)**

Third Semester, Examination, 2017

Time : 3 Hours

Max. Marks : 30

Note : This paper is of **thirty (30)** 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 seven and half ($7\frac{1}{2}$) marks each. Learners are required to answer *two* (02) questions only.

1. What are the main elements of a tour package ? How is it beneficial for tourists, suppliers and destinations ?
2. Make an itinerary for NRIs who want to visit '*Char Dham Yatra*' of Uttarakhand in about 10 days. Also make a route map of the itinerary.
3. Define costing and pricing of tour packages. What are the pricing policies followed for newly developed tour packages ?

4. Define 'Trekking'. What problems a trekker can face in Uttarakhand ? Describe about five popular trekking routes of Uttarakhand.

Section-B

(Short Answer Type Questions)

Note : Section 'B' contains eight (08) short answer type questions of two and half ($2\frac{1}{2}$) marks each. Learners are required to answer *four* (04) questions only.

1. Differentiate between tour escort and tour guide.
2. What is White water sports ? Give examples.
3. Why MICE tourism is important segment of tourism ?
4. What is Ballooning ? How is it done ?
5. Name any *five* fairs and festivals of Uttarakhand which attract large number of tourists.
6. Describe about Jim Corbett National Park in detail.
7. What is Yoga tourism ? Why is it unique product for India ?
8. What are the National Museums of India ? Describe about any *one*.

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 Ganga starts from :
 - (a) Gangotri
 - (b) Rudra Prayag
 - (c) Dev Prayag
 - (d) Rishikesh

2. 'Palace on Wheel' is jointly operated by Indian Railway and :
 - (a) Uttar Pradesh
 - (b) Rajasthan
 - (c) Delhi
 - (d) Gujarat
3. Which is not a venue of *Kumbh Mela* ?
 - (a) Haridwar
 - (b) Prayag Raj
 - (c) Varanasi
 - (d) Nasik
4. Lotus temple in Delhi is associated with which religion ?
 - (a) Hindu
 - (b) Muslims
 - (c) Jains
 - (d) Bahavis
5. Which is not among four Dhamma of Hindus established by Adi Guru Shankaracharya ?
 - (a) Kedarnath
 - (b) Puri
 - (c) Rameshwaram
 - (d) Dwarka
6. In which state Kanha National Park is located ?
 - (a) M.P.
 - (b) U.P.
 - (c) Jharkhand
 - (d) Odisha

7. Who is the deity (God) in Konark temple ?
 - (a) Shiv
 - (b) Vishnu
 - (c) Durga
 - (d) Sun
8. Which among the following is not a world heritage site in Delhi ?
 - (a) Jama Masjid
 - (b) Red fort
 - (c) Humayun's Tomb
 - (d) Qutub Minar
9. What is the range of grades of rivers for water sports ?
 - (a) 1-6
 - (b) 3-10
 - (c) 1-8
 - (d) 5-20
10. Which is the richest temple in India ?
 - (a) Akshar Dham
 - (b) Golden temple
 - (c) Tirupati
 - (d) Rameshwaram