

## **MTM–302/MTTM–302**

### **Itinerary Planning and Tour Packaging**

Master of Tourism & 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. Discuss about the various elements of Tour Itinerary in brief.
2. Explain the need of Research input in planning of tour packages.
3. Define MICE and its benefits.
4. Discuss the term cultural tourism and also explain its benefits for local stakeholders.

**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. Differentiate between tour escort and tour guide.
2. What is white river rafting ?
3. Discuss about the wellness tourism.
4. Discuss about the land based adventure activities in brief.
5. Differentiate between pre-designed and tailor-made Itineraries in detail.
6. Explain the need of marketing for the effective selling of tour packages.
7. Differentiate between ‘Aero-sports’ and ‘Water-sports’.
8. Discuss about medical tourism in brief.

**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 Alkananda start from :
  - (a) Rudraprayag
  - (b) Devprayad
  - (c) Rishikesh
  - (d) Alkapuri

2. In which state Gir National Park is located ?
  - (a) Gujarat
  - (b) M. P.
  - (c) Odisha
  - (d) Bihar
3. The world famous 'Valley of Flowers' is situated at :
  - (a) Rishikesh
  - (b) Nainital
  - (c) Chamoli
  - (d) Pauri
4. Where is the Har-ki-Pauri situated at the bank of river Ganga ?
  - (a) Rishikesh
  - (b) Haridwar
  - (c) Rajghat
  - (d) Prayag
5. Which of the following God's temple is situated at Kedar Nath ?
  - (a) Vishnu
  - (b) Shiva
  - (c) Brahma
  - (d) Kali
6. Which of the following place is situated at the highest point at Uttarakhand ?
  - (a) Rishikesh
  - (b) Haridwar
  - (c) Nainital
  - (d) Mussoorie

7. Where is the Tapovan at Uttarakhand situated ?
- (a) Haridwar
  - (b) Srinagar Garhwal
  - (c) Rishikesh
  - (d) None of the above
8. Where is the China peak situated ?
- (a) Nainital
  - (b) Mussoorie
  - (c) Haridwar
  - (d) Almora
9. Rajaji National Park is situated at :
- (a) Dehradun
  - (b) Srinagar Garhwal
  - (c) Almora
  - (d) Nainital
10. Where is Ardh Kumbh Fair organised in Uttarakhand ?
- (a) Nainital
  - (b) Almora
  - (c) Varanasi
  - (d) Haridwar