

**MTM-302/MTTM-302**  
**ITINERARY PLANNING AND TOUR**  
**PACKAGING**

**Master of Tourism and Travel**  
**Management (MTM-12/MTTM-16/17)**

**3<sup>rd</sup> SEMESTER EXAMINATION, 2019**

**Time : Three Hours**

**Max. Marks : 40**

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**Note :** The question paper is of Forty (40) marks divided into three (03) section, 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. The learners are required to answer only two (02) questions. ( $2 \times 9\frac{1}{2} = 19$ )

1. What is tour Escort Itinerary? Discuss the Precaution while making Tour Escort Itinerary.

2. Design 5 days Itinerary for Muslim Destinations of India.
3. What are the differences between Tailor made itinerary and flexible itinerary?
4. Explain in detail about the Costing and Pricing Tour Package.

### **Section-B**

**Note:** Section 'B' contains eight (08) short answer type questions of Four (04) marks each. The learners are required to answer only four (04) questions.

(4×4=16)

1. Discuss about Tour Manager Itinerary?
2. What is Tailor Made Itinerary?
3. Explain about the special interest itinerary?
4. What are the main components of Marketing of a Package Tour?
5. What are the Significance of Itinerary?
6. Explain the meaning of Trip?

7. Discuss about different components of an effective Itinerary?
8. Explain about the common interest 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. ( $\frac{1}{2} \times 10 = 5$ )

1. Write True or False.
  - (i) BOM-DEL-LKO is Circle Trip.
  - (ii) LKO-HYD-CCU is Return Trip.
  - (iii) MICE is a Special Interest Tourism.
  - (iv) Skiing is air based Adventure. Sports activity.
  - (v) Trekking is Special Interest packaging.
  - (vi) Nainital is famous for Culture Tourism.
  - (vii) MICE is Special Interest Tourism.

(viii) Aero Sport is Culture Tourism Package.

(ix) Tour manager Itinerary is make for  
Tourist.

(x) Agra is a historical Monuments based  
Destination.

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