

Roll No. ....

**3<sup>rd</sup> Semester,  
Examination-2014**

MTM- 12 (Master of Tourism Management)

**MTM - 302**

**Itinerary Preparation and Tour Packaging**

Time : 3 Hours

Maximum Marks : 30

**Note :** The question paper is divided into three sections A, B and C. Give the answer according to the directions given in each section.

**Section-A**

**(Long Answer Type Questions)**

**Note :** Answer any two questions. Each question carries 7.5 Marks.

(2×7.5=15)

1. What do you mean by travel plan ? Discuss its characteristics and significance for tourism promotion.
2. Describe about the 'Common Interest' and 'Special Interest' Hineraries with its definitions and case examples.

3. How we generate the marketing of tour packages ? Explain the related conditions and pre-active approach.
4. What do you mean by SIT packages ? Describe its corelated body and forms of packages.

### **Section-B**

#### **(Short Answer Type Questions)**

**Note :** Answer any four questions. Each question carries 2.5 Marks.

(4×2.5=10)

1. Write a note on systematic approach for Itinerary preparation.
2. Discuss the different forms of tour itinerary with related case models.
3. What do you mean by MICE tourism ? Discuss the unique features of MICE centric Itineraries.
4. Explain the tour managers Itinerary with suitable examples.
5. Describe about scope and limitations of tour packaging.
6. What is the competition analysis and strategic costing of tour packaging ?
7. What do you mean by Adventure Tourism ? Discuss Aero Sports and 'Water Sports' based packages.
8. Write a note on Wellness tourism.

## Section-C

### Objective Type Questions (Compulsory)

**Note :** Answer all questions. Each question carries 0.5 Mark.

(10×0.5 = 5)

1. TPI stands for :
  - (a) Travel Product of India
  - (b) Tourism Product of India
  - (c) Transport Product of India
  - (d) None of these
2. Head office of IITTM is located at :
  - (a) Gwalior
  - (b) Delhi
  - (c) Mumabi
  - (d) Jaipur
3. TAAI stands for :
  - (a) Travel Agent Association of India
  - (b) Transport Agent Association of India.
  - (c) Tourism Agent Association of India.
  - (d) None of these.
4. Kerla is famous for :
  - (a) Back waters
  - (b) Medical Tourism
  - (c) Both of these
  - (d) None of these

5. Palace on Wheels is venture of :
- (a) Rajasthan Tourism      (b) Indian Railways  
(c) Both of these          (d) None of these
6. ITDC operates in :
- (a) Hotels                      (b) Travel Agency  
(c) None of these          (d) Both of these
7. "Tourist from the country and within the country" is called :
- (a) National Tourist      (b) Domestic Tourist  
(c) In bound Tourist      (d) Out bound Toruist
8. Tourism Minister of India is :
- (a) Mr Chiranjivi          (b) Mrs Renuka Chaudhary  
(c) Mr Kapil Sibbal      (d) None of these
9. WTO has its head quarter in :
- (a) Madrid                      (b) London  
(c) New York                  (d) Washington D.C.
10. 'Kite Festival' is popular event of :
- (a) Gujarat                      (b) U.P.  
(c) M.P.                          (d) None of these