

Sr. No.

December, 2019

MBA - III SEMESTER (Reappear)

Tour Packaging Management (MBA/TTM 213)

Time: 3 Hours

Max. Marks:75

Instructions:	1.	<i>It is compulsory to answer all the questions (1.5 marks each) of Part -A in short.</i>
	2.	<i>Answer any four questions from Part -B in detail.</i>
	3.	<i>Different sub-parts of a question are to be attempted adjacent to each other.</i>

PART -A

Briefly explain the following

Q1 (a)	Medical tourism package	(1.5)
(b)	Tour brochure	(1.5)
(c)	Baggage rules	(1.5)
(d)	Visa policy of a country	(1.5)
(e)	Do's and Don'ts of itinerary preparation	(1.5)
(f)	Business travelers	(1.5)
(g)	Tour pricing strategies in India	(1.5)
(h)	Regular Vs. Diplomatic passport	(1.5)
(i)	Types of visa	(1.5)
(j)	Tour cost sheet	(1.5)

PART -B

Q2 (a)	Explain the incentives and concessions applicable to tour operators in India.	(7.5)
(b)	Discuss the role and contribution of tour operation industry.	(7.5)
Q3 (a)	What do you understand by tour promotion?	(7.5)
(b)	What is tour research? Explain its significance.	(7.5)
Q4	What is tour costing? Explain various types of costs associated with tour package. Also explain the procedure of tour costing.	(15)
Q5	Highlight the details of some outbound tour packages offered by major tour operators in India.	(15)
Q6	What is a tour package? Describe the various components of a tour package. Differentiate between inbound and outbound tour packages.	(15)
Q7	Write short note on	(7.5)
(a)	Tour itinerary	(7.5)
(b)	Linkages of tour operation business with principal suppliers and other agencies	(7.5)
