

Printed pages: 2

MBTM042

(Following paper code and roll No. to be filled in your answer book)

Paper code: 270501

Roll No.

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

**MBA (TOURISM MANAGEMENT)
(SEM IV) THEORY EXAMINATION 2014-15
ITINERARY PLANNING & COSTING**

Time allowed: 3 Hrs.

Max Marks: 100

Note: Attempt questions from each section, as per given instruction.

SECTION – I

1. Attempt any FOUR parts : (4X5=20)
- What do you understand by Itinerary preparation? Give definitions.
 - What are the dos and don'ts to be considered while preparing an itinerary?
 - What is a readymade itinerary?
 - Define tour packages and its types.
 - What do you understand by soft and hard adventure? Discuss the difference between soft and hard adventure.
 - Discuss the concept of farm tour.

SECTION-II

2. Attempt all question from this section: (15 X 2= 30)
- Discuss the basic elements of tour costing. Prepare a cost sheet for an itinerary of Golden Triangle for three days four nights for six tourists.
 - What do you understand by heritage tourism? Prepare an itinerary for a study tour of fifty students of Delhi including

all the World Heritage Sites of Agra for two nights three days.

SECTION- III

Attempt all questions from this section: (10X5=50)

- What do you understand by GIT and FIT? Give the difference.
OR
Discuss the seasonal itinerary-Product based itinerary. All inclusive itinerary preparation techniques.
- What is package tour? What are the advantages and disadvantages of package tour?
OR
What are the important factors a travel agent should keep in mind while lessoning and negotiation of package tour.
- What are the different tools adopted for promotion of tour operation by the travel agents?
OR
Discuss the concept of health tourism. Give the reasons of its popularity.
- Discuss the different tourist trains in India. What are the facilities available in these trains?
OR
Describe any two pilgrim circuits of India.
- What do you understand by ethnic tours and architectural tours? Give the difference.
OR
Discuss the different fairs and festivals organized in India to promote tourism.