

**Subject : Business Tourism and Tour Package Management**

Day : Tuesday

Date : 04/10/2016

**S.D.E.**



Time : 11.00 AM TO 02.00 PM

Max Marks : 70      Total Pages : 1

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**N.B.**

- 1) Q.1 is **COMPULSORY** which carries 20 marks.
  - 2) Q.2 to Q.6 carries 10marks each.
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**Q.1**      Write short notes on **ANY FOUR:**

- a) Business tourism
- b) MICE tourism
- c) SIT
- d) Planning tools for an itinerary
- e) Types of package tours

**Q.2**      Answer **ANY ONE** of the following:

- a) Explain the categories of Business travel and scope for this form of tourism in India.
- b) What is the role of cultural events and festivals in the promotion of tourism?

**Q.3**      Answer **ANY ONE** of the following:

- a) Explain the role of the various departments in a hotel in ensuring customer satisfaction.
- b) Differentiate between:
  - i) Inbound and Outbound tourism
  - ii) Alternative and Special Interest tourism

**Q.4**      Answer **ANY ONE** of the following:

- a) How is an itinerary planned? Explain with an example.
- b) How is a tour packaged? What are the factors affecting tour formulation?

**Q.5**      Answer **ANY ONE** of the following:

- a) Explain the design process for a package tour.
- b) How is a package tour managed? What is the function of a tour manager?

**Q.6**      Answer **ANY ONE** of the following:

- a) Plan a tour brochure for a domestic package tour offered by your travel agency.
- b) What are the lessons to be learnt from other countries with respect to tourism?
  - i) USA
  - ii) Australia

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