



MBA(TT)III/11.14.1056

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**MBA (TT) DEGREE III SEMESTER EXAMINATION NOVEMBER 2014**

**SMT 2309 TOUR PACKAGE MANAGEMENT**

(2012 Scheme)

Time : 3 Hours

Maximum Marks : 50

**PART A**

(Answer *ALL* questions)

(5 x 2 = 10)

1. What is MICE Tourism?
2. What are the different types of passports?
3. What is VISA on arrival?
4. Distinguish between tourist and excursionist.
5. Distinguish between wander lust and sun lust tourist.

**PART B**

(Answer *ANY FIVE* questions)

(5 x 4 = 20)

6. Who is a tour operator?
7. What is an escorted tour?
8. What is incentivized tour?
9. What is the business of an inbound tour operator?
10. State the significance of market research in tour operation business.
11. Discuss the codes of conduct of tour operator.
12. What are the qualities of a good tour guide?

**PART C**

(Answer *ANY TWO* questions)

(2 x 10 = 20)

13. What is village life experience package? Discuss the different steps involved in preparing VLE package taking examples from Kerala.
14. Give an account of the role and business of different types of tour operators.
15. Discuss in detail the different stages making and offering a package tour.

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