

**MBA (TT) DEGREE III SEMESTER EXAMINATION NOVEMBER 2016****SMT 2309 TOUR PACKAGE MANAGEMENT**

Time: 3 Hours

Maximum Marks: 50

PART A(Answer *ALL* questions)

(5 × 2 = 10)

1. Distinguish between Escort and Guide.
2. What is a customized tour?
3. Explain three different types of passports.
4. What is itinerary costing?
5. Who is a transit traveler?

PART B(Answer *ANY FIVE* questions)

(5 × 4 = 20)

6. Examine the external factors affecting a tour.
7. Discuss the need for travel insurance in out bound tours.
8. Give an account of different types of cruises.
9. Examine the scope of developing cruise tourism in Kerala.
10. Distinguish between tourism promotion and marketing using suitable examples.
11. Prepare an itinerary for five days for a group of seven tourist – from Germany who would like to experience water based tourism activities in Kerala.
12. Prepare a promotional package for Village life experience packages of Kerala to inbound tourist to Kerala.

PART C(Answer *ANY TWO* questions)

(2 × 10 = 20)

13. Discuss in detail the knowledge, skill required for managing a tour operation company.
14. Prepare an itinerary for ten days for a group of three research scholars doing research in heritage tourism in Kerala.
15. Do a SWOT analysis on Home stay business in Kerala.