



MBA.T.III/11. 986

**MBA (TRAVEL AND TOURISM) DEGREE III SEMESTER EXAMINATION
NOVEMBER 2011**

SMTE-2 TOUR PACKAGE MANAGEMENT

Time: 3 Hours

Maximum Marks : 50

(5 x 10 = 50)

- I. A. Discuss the considerations in tour planning involving a special interest cruise tour itinerary.
OR
- B. Critically evaluate the benefits of customized tours.
- II. A. Elucidate the responsibilities of a tour supplier with respect to diverse packages.
OR
- B. Prepare a five day itinerary for a group of eight tourists in the budget category to well known hill stations of North India.
- III. A. Explain the need for travel insurance from the perspective of a large sized travel company.
OR
- B. State and explain the types of cruise packages.
- IV. A. Discuss the factors to be taken into account for preparing estimated cost and mark up of proposed tour packages.
OR
- B. "Ethics in operations is extremely important in tour costing and negotiation with suppliers". Discuss.
- V. A. Describe the contemporary trends in tour promotion and advertising.
OR
- B. Bring out the association between tour packing and dynamics of the group participating in it.
