

M.B.A. (TRAVEL AND TOURISM) DEGREE III SEMESTER EXAMINATION
NOVEMBER 2010

SMT 2307 TOUR PACKAGE MANAGEMENT

Time: 3 Hours

Maximum marks: 50

(Each question carries TEN marks)

(5 x 10 =50)

- I. A. Distinguish escorted, hosted and independent tours with suitable examples.
OR
B. "Contingency planning is extremely important while dealing with external factors that influence tour packages" Discuss.
- II. A. Elucidate the need for developing tailor made tour itineraries to cater to customer's interest.
OR
B. "Tour guides are in every sense brand ambassadors of a destination". Justify with illustrations.
- III. A. Explain the aspects covered by travel insurance as applicable to the tourists and the travel agent.
OR
B. What are the types of cruises? Discuss the itinerary of any cruise company operating in India.
- IV. A. What do you mean by tour costing ? Illustrate estimated cost and mark up with reference to a Wild Life tour package in South India
OR
B. Prepare an outbound tour itinerary for 5 days, for a group of 7 departing from Bangalore to visit Island destinations of the Indian Ocean.
- V. A. Discuss the features of advertising tour packages and its impact on prospective customers.
OR
B. Bring out the motivational considerations of a tour group. State the professional qualities to be displayed by a resourceful tour guide to address a group with diverse motivations.

