



MBA (TT) III/11.15.0873

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MBA (TT) DEGREE III SEMESTER EXAMINATION NOVEMBER 2015

SMT 2309 TOUR PACKAGE MANAGEMENT
(Regular)

Time: 3 Hours

Maximum Marks: 50

PART A
(Answer *ALL* questions)

(5 × 2 = 10)

1. What is an escorted tour?
2. Define tour itinerary.
3. Who is a tour wholesaler?
4. What is mark-up pricing?
5. What is a special interest tour?

PART B
(Answer *ANY FIVE* questions)

(5 × 4 = 20)

6. Explain the importance of contingency planning in tour business.
7. "A tour manager needs to be a thorough professional". Discuss.
8. Elucidate the various cruise tour itineraries that are popular among tourists.
9. Examine the trends in tour advertising with appropriate examples.
10. Explain the considerations involved while developing a customized tour package.
11. Present the external factors that affect an actual tour.
12. Explain the qualities to be possessed by an efficient tour guide.

PART C
(Answer *ANY TWO* questions)

(2 × 10 = 20)

13. Ten tourists with a passion for literature visits India from Sweden for 12 days. Prepare a literary tour itinerary using various modes of transport covering potential destinations highlighting the specialties of the places.
14. Describe the functions of a tour operator.
15. Analyse and present the importance of travel insurance for both the tourists and the tour operator.
