

Roll No.

Total Pages : 2

MBAH/M-18

11550

TOUR PACKAGE MANAGEMENT

Paper : MBA(HM)-208

Time : Three Hours]

[Maximum Marks : 80

Note : Attempt five questions in all, selecting *one* question from each unit. Question No. 1 is compulsory. All questions carry equal marks.

Compulsory Question

1. Describe the following :

- (a) Conducted tour.
- (b) Negotiations.
- (c) VISA.
- (d) Foreign exchange.
- (e) Variable cost.
- (f) Public relation.
- (g) Marginal plus pricing.
- (h) Hill resort.

UNIT-I

- 2. Define tour package. Illustrate origin, growth and trends of tour operation industry.**
- 3. Write a note on : types of tour packages.**

UNIT-II

4. Give the procedure involved in the preparation of escorted tour package.
5. Write a note on : tour costing and tour brochure.

UNIT-III

6. A group of tourists want to visit Cultural tourism suggest the group sequence of activities and services the tourists can avail during the tour.
7. Develop an 8 days tour itinerary for foreign tourists who want to visit winter resort.

UNIT-IV

8. What do you mean by outbound tour package to Malaysia and Thailand? Illustrate salient features and legal requirements of such packages.
 9. As a tour planner, How would you procure the various service related with escorted tour packages in USA.
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