	Utech
Name :	
Roll No. :	A disease (N Knowledge Stell Excellent)
Invigilator's Signature :	

CS/BTTM/SEM-6/TTM-601B/2010 2010

TOUR PACKAGE OPERATIONS - III

Time Allotted: 3 Hours Full Marks: 70

The figures in the margin indicate full marks.

Candidates are required to give their answers in their own words as far as practicable.

GROUP - A

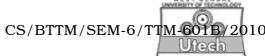
(Multiple Choice Type Questions)

1.	Choose the correct alternatives for any ten of the following					
					$10 \times 1 = 10$	
	i)	Tour operators are players in the tourism &				
		travel trade.				
		a)	minor	b)	insignificant	
		c)	elusive	d)	vital.	
	ii)	A tout a person who tourists.				
		a)	helps	b)	facilitates	
		c)	cheat	d)	none of these.	
	iii)	The core part of any packaged tour is its				
		a)	price	b)	appeal	
		c)	itinerary	d)	guide.	

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iv)		our guide should ha	ive .			
	a)	amusing	b)	pitiable		
	c)	leadership	d)	none of these.		
v)	Which is the cheapest class of fare in air travel ?					
	a)	Economy	b)	Business		
	c)	Excursion	d)	None of these.		
vi)	The remuneration of a registered guide is fixed by					
	a)	TATO				
	b) The Dept. of Tourism, G.O.I.					
	c)	by himself				
	d)	none of these.				
vii)	A package tour that includes the services of a full tim qualified tour manager is known as a					
	a)	Guided Tour	b)	Luxury Tour		
	c)	Escorted Tour	d)	Hosted Tour.		
viii)	The registered office of TAAI is at					
	a)	Delhi	b)	Pune		
	c)	Chennai	d)	Mumbai.		
ix)	DOT means Department of					
	a)	Trade	b)	Tourism		
	c)	Technical	d)	none of these.		



- x) Kingfisher Airlines is a
 - a) Swiss Airlines
- b) Indonesian Airlines
- c) Australian Airlines
- d) Indian Airlines.
- xi) Is there any refund of money when a no fill airlines ticket is cancelled?
 - a) Yes

- b) No
- c) Partially
- d) None of these.
- xii) Which airport enjoys night landing facilities?
 - a) Bagdogra
- b) Jorhat
- c) Kolkata
- d) Shillong.

GROUP - B

(Short Answer Type Questions)

Answer any three of the following.

 $3 \times 5 = 15$

- 2. A successful tour planning requires a check list. Describe who prepares the check list and the importance of the check list.
- 3. Describe the different functions of a guide and an escort. What are the major differences in their working pattern?
- 4. Who are touts? What are the negative impacts that are created by touts? How can this menace be eliminated from tourist destinations?
- 5. Discuss the various inputs that are escort for a tour operator. How can such inputs be procured?
- 6. What are the attributes that a tour escort should possess for successful operation of a tour? How can an escort groom himself for becoming a successful escort?

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GROUP - C

(Long Answer Type Questions)

Answer any three of the following.



- 7. Discuss the different types and forms of Tour Package.

 Describe their merits and de-merits.
- 8. Discuss the importance of the Manager / Supervisor in a tour operation department of an inbound travel company.
- 9. What are brochures? Signify their importance. Discuss in detail how the contents of a brochure can influence the prospective tourist / traveller in buying the listed product/s.
- 10. Write about the code of conduct that a guide needs to abide by, for successful guiding. Also discuss the importance of code of conduct in tour guiding.
- 11. What are the essential requirements for guiding a group of tourists in a 'National Park' in India?

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