F 6856-A (Pages : 2) Reg. No.....

Name.....

B.VOC. DEGREE EXAMINATION, FEBRUARY 2020

Second Semester

TOUR PACKAGING AND ITINERY PLANNING

(For B.Voc. in Tourism and Hospitality Management)

[2018 Admissions—2014 Scheme]

Time : Three Hours Maximum : 80 Marks

Part A

Answer **all** *questions in one* **or** *two sentences each.*
Each question carries 1 *mark.*

1. What do tour packages include ?
2. State the steps to be used in developing a package.
3. What is General Itinerary ?
4. What is Inbound package ?
5. What is Break-even pricing ?
6. What is Visible pricing ?
7. What is desert tourism ?
8. What is Cultural Tourism ?
9. What is Freedom tours ?
10. Give a brief note on tour operator of Intersight.

(10 × 1 = 10 marks)

Part B

Answer any **eight** *questions.*
Each answer in not more than 50 *words.*
Each question carries 2 *marks.*

11. What are the advantages of tour packages to Travel agents ?
12. What are the main components of Packaged tours ?
13. What is Escorted Tour itinerary ?
14. What is pricing in tourism?
15. What is Non-Escorted and affiliated Tour ?

Turn over

16. State the status of tourist attractions in East India.
17. Make a note on Tirupati temple.
18. What are the major deserts in India ?
19. What are the Components of Tour Cost ?
20. What activities can you do in the mountains as a tourist ?
21. List out important Wildlife sanctuaries in India.
22. Explain the contents of a tour operator's brochure.

(8 × 2 = 16 marks)

Part C

Answer any **six** *questions.*
Each answer in not more than 100 *words.*
Each question carries 4 *marks.*

23. Make a comment on the role of Private Sector in Tourism Development.
24. What is the role of India Tourism Development Corporation Limited towards development of tourism ?
25. What are the different types of tour packages ?
26. How to Developing a Tour Marketing Plan ?
27. Explain about Haridwar and Varansi.
28. Discuss the role of cultural resources in tourism.
29. Explain about weekend and mini vacation packages.
30. Explain about SOTC and its tour package of Corporate tour and Trade fair tour.

(6 × 4 = 24 marks)

Part D

Answer any **two** *questions.*
Each answer in not more than 400 *words.*
Each question carries 15 *marks.*

31. 'The Northern Mountains are important in tourism package'. Elucidate this statement.
32. Explain the tourist attraction of North and South India.
33. Discuss various pricing strategy followed in tourism sectors.
34. Describe the Pilgrimage Tourism in India.
35. Describe the Tour Package 'Exotic Kashmir' (06 Nights/ 7 Days) Promoted by, Thomas Cook India.

(2 × 15 = 30 marks)