

Roll No. ....

Total Pages : 02

**MBA/M-20**

**13448**

**TOUR PACKAGING MANAGEMENT**

**MBA(HM)-208**

Time : Three Hours]

[Maximum Marks : 80

**Note :** Attempt *Five* questions in all, selecting *one* question from each Unit. Q. No. **1** is compulsory. Each question carries 16 marks.

**1.** Describe the following :

- (i) Inclusive Tour
- (ii) Flexi hole tour package
- (iii) Tourism vendors
- (iv) Marginal cost pricing strategy
- (v) Tour brochure
- (vi) Resort
- (vii) VISA
- (viii) FAM tour.

**Unit I**

**2.** Define tour package. Discuss the main types of tour packages.

3. Illustrate the future prospects of Indian tour operation industry.

### **Unit II**

4. “Tour designing and development is a regressive process.” Illustrate.
5. Elaborate various tour pricing strategies.

### **Unit III**

6. A group of tourists wants to visit Kerala, prepare a tour itinerary for beach resort.
7. Prepare a conference package for three days at Shimla and suggest the local sightseeing also.

### **Unit IV**

8. A group of Indian students wants to visit outbound tourist destinations, suggest them 6 Days/5 Nights tour package to New Delhi-Singapore-Malaysia-Thailand-New Delhi.
9. Discuss the legal and documentary requirements for visiting in European countries.