

Roll No.

Total Pages : 2

MBA/M-16

11565

TOUR PACKAGING MANAGEMENT

Paper : HM-208

Time : Three Hours]

[Maximum Marks : 80

Note : Attempt *five* questions, selecting *one* question from each module, Question No. 1 is compulsory, each question carries 16 marks.

Compulsory Question

1. Discuss the following :
 - (a) Receptive operator
 - (b) Incentive tour
 - (c) FAM Tour
 - (d) Fusion holidays
 - (e) Market Research
 - (f) Negotiation procedure with cruise companies
 - (g) Pre-Tour planning
 - (h) e-Tour itinerary.

MODULE-I

2. Define tour packaging. Illustrate various components of a tour package.
3. Trace the historical origin and growth trends of tour operation industry in India.

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MODULE-II

4. Discuss procedure for development of religious tour package.
5. Write a note on the following :
 - (a) Tour pricing
 - (b) Negotiation with hotel companies.

MODULE-III

6. Write a detailed note on tour itinerary for Buddhist circuit.
7. Prepare a conference package for four days at New Delhi and suggest the local sightseeing.

MODULE-IV

8. Discuss the touristic appeal of important tourist destinations in Europe. Also suggest tour itinerary.
 9. Prepare 10 days tour package for Indian tourists who want to visit - South East Asia.
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