

B.B.A. SEM – V (2015 CBCS Course) : SUMMER - 2019 3
SUBJECT : ELECTIVE – II : TOURISM MANAGEMENT - I
(HOSPITALITY MANAGEMENT)

Day : Wednesday
Date : 24/04/2019
S-2019-1978
Time : 02.00 PM TO 05.00 PM
Max. Marks : 100

N. B. :

- 1) Attempt **ANY FOUR** questions from Section - I and attempt **ANY TWO** questions from Section - II.
- 2) Figures to the right indicate **FULL** marks.
- 3) Answers to both the sections should be written in *SAME* answer books.

SECTION – I

- Q. 1** Write short note: (15)
- a) Role of ASTA in tourism
 - b) SIT
 - c) Modern Travel Agencies
- Q. 2** Answer the following:
- a) Elaborate on the process of designing a Package Tour. (10)
 - b) List down various tools required for planning an itinerary. (05)
- Q. 3** Answer the following:
- a) Discuss the functions of Travel Agencies. (10)
 - b) Discuss the importance of Package Tours. (05)
- Q. 4** Answer the following:
- a) Discuss the significance of FHRAI in Indian Tourism Sector. (10)
 - b) Discuss types of Tourism in detail. (05)
- Q. 5** Answer the following:
- a) Discuss the functions of a Tour Manager. (10)
 - b) Elaborate on the factors considered while designing a package tour. (05)

SECTION - II

- Q. 6** Answer the following:
- a) Plan a tour itinerary for Golden Triangle for 7 days. (10)
 - b) Elaborate on the contents of a Tour Brochure. (10)
- Q. 7** Answer the following:
- a) Discuss the functions of IATA in detail. (10)
 - b) List down the points to be considered while planning an itinerary. (10)
- Q. 8** Answer the following:
- a) Design a tour brochure for Europe tour of 15 days. (10)
 - b) Elaborate on different types of itineraries. (10)

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