

B.B.A. SEM – V (2015 CBCS COURSE) : SUMMER - 2018
SUBJECT: ELECTIVE – II: TOURISM MANAGEMENT – I
(HOSPITALITY MANAGEMENT)

Day: Friday
Date: 04/05/2018

S-2018-1624

Time: 02.00 PM TO 05.00 PM
Max Marks. 100

N.B.:

- 1) Answer any **4 questions** from **Section I** and **2 questions** from **Section II**
- 2) Figures to the right indicate **FULL** marks.

SECTION-I

- Q.1.** Define Itinerary. What factors one should consider while planning an Itinerary? (15)
Plan an Itinerary for 2 days Ashtavinayak Darshan tour for 40 pax.
- Q.2.** Write a note on :- (15)
A) IATA
B) FHRAI
C) ASTA
D) PATA
- Q.3.** List & Explain the travel motivators. (15)
- Q.4.** Explain the constituents of Tourism. (15)
- Q.5.** State the present condition of transport facilities in India; Explain the possible improvement required in current transport facilities available in India. (15)

SECTION-II

- Q.6.** Explain the following types of Tourism with examples. (20)
A) Adventure Tourism F) Pilgrimage Tourism
B) Heritage Tourism G) Medical Tourism
C) Health Tourism H) Water Tourism
D) Spa Tourism I) Space Tourism
E) MICE J) Wildlife Tourism
- Q.7.** Explain the following ; (20)
A) List & Explain the factors effecting the tour formulation (10)
B) Explain the concept, origin & development of Tour packaging. (10)
- Q.8.** What are the functions of travel agency? Give duties of tour manager (20)