

S.D.E.

T.Y.B.A. (TOURISM STUDIES) : SUMMER - 2018
SUBJECT: BUSINESS TOURISM & TOUR PACKAGE MANAGEMENT

Day: **Thursday**
Date: **12/04/2018**

Time: **11.00 AM TO 02.00 PM**
Max. Marks: 70

S-2018-4128

N.B.:

- 1) All questions are **COMPULSORY**.
- 2) Figures to the right indicate **FULL** marks.

Q.1 Answer any **FOUR** out of **FIVE**: **(20)**

- a) What are the components of Standard Tour Package?
- b) Write a short on – ‘Types of Business Travel.’
- c) Give step by step procedure for designing a tour.
- d) Write in detail about the concept of ‘Mass Tourism’.
- e) Discuss the importance of Business Tourism in development of a country’s economy.

Q.2 Answer any **TWO** of the following: **(10)**

- a) What is a ‘Tour Brochure’? State its functions and uses.
- b) Write a short note on MICE Tourism.
- c) Explain the role of a Tour Manager.

Q.3 Answer any **ONE** of the following: **(10)**

- a) State the role of Hospitality in development of Tourism industry.
- b) Write a short note on a. Customer Handling b. Functions of ICPB and ICCA.

Q.4 Answer any **TWO** of the following: **(10)**

- a) List and explain various tools for planning an Itinerary.
- b) Write a short note on – ‘Types of Tours’.
- c) Elaborate on various types of events.

Q.5 Answer any **ONE** of the following: **(10)**

- a) State the various steps involved in developing an effective itinerary.
- b) Write short notes on - a. Inbound Tourism b. Alternative Tourism

Q.6 Answer any **TWO** of the following: **(10)**

- a) Discuss the factors affecting ‘Tour Formulation’
- b) State the role of travel agency in planning of conferences.
- c) Explain how conventions and exhibitions help in promotion of tourism.

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