B.B.A. SEM – V (2015 CBCS COURSE) : WINTER - 2017

SUBJECT: ELECTIVE – II: TOURISM MANAGEMENT – I
(HOSPITALITY MANAGEMENT)

Day: **Thursday** Time: **02.00 PM TO 05.00 PM**
Date: **16/11/2017** **W-2017-1548** 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 Write a note on: **(15)**
A) Significance of Packaged tour
B) MICE

Q.2. List & Explain the factors effecting tour formulations **(15)**

Q.3. Write a note on : **(15)**
A) Thomas Cook
B) Difference between Inbound & Outbound Tourism

Q.4. Define Itinerary. What factors one should consider while planning an Itinerary? **(15)**
Plan an Itinerary for 1 day Mumbai Darshan for 45 pax.

Q.5. What are the functions of the Travel Agency? Give duties of Tour Manager. **(15)**

SECTION –II

Q.6. Explain the following types of Tourism with examples. **(20)**

A) Mass Tourism
B) Alternative Tourism
C) Inbound Tourism
D) Medical Tourism
E) Adventure Tourism
F) Special Interest Tourism
G) Spa Tourism
H) Wildlife Tourism
I) Pilgrimage Tourism
J) Sustainable 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 factors are required to be fulfilled to start a Travel Agency? **(20)**