

S.D.E.
T.Y.B.A. (TOURISM STUDIES) : WINTER - 2017
SUBJECT: BUSINESS TOURISM & TOUR PACKAGE MANAGEMENT

Day: Wednesday
Date: 25/10/2017

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

W-2017-3937

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) Explain how needs of a business traveler are different from those of a leisure traveler.
- b) Write a short note on –‘Types of tours’
- c) List and explain components of a Standard Package Tour.
- d) Explain how business tourism helps in development of a country’s economy.
- e) State various aspects of ‘Staging Events’

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

- a) Write a short note on- ‘Role of Travel Agency in promoting MICE’
- b) State the functions of a Tour Manager.
- c) List and explain types of business travel.

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

- a) What is an Itinerary? State its components, types and uses.
- b) Write short notes on a. Domestic Tourism b. Mass Tourism

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

- a) Write a short note on- ‘Special Interest Tours’.
- b) Explain the role of any two operational departments in a hotel.
- c) Define MICE. State its significance.

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

- a) Write short notes on a. Role of Hospitality in Development of Tourism
b. Customer Satisfaction
- b) Plan a Five day itinerary for a group of international MICE customers visiting Delhi for a convention.

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

- a) Explain in detail the role of ‘Tour Brochure’ in promotion of travel business.
- b) Discuss any two functions of ‘ICPB’ and ‘ICCA’ each.
- c) What is the role of business meets and events in promotion of tourism at a destination?

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