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Total No. of Pages : 02

Total No. of Questions : 09

**BHMCT (Sem.-7)**  
**TOUR AND TRAVEL MANAGEMENT**  
Subject Code : BHMCT-703-18  
M.Code : 90755  
Date of Examination : 04-01-2023

Time : 3 Hrs.

Max. Marks : 60

**INSTRUCTIONS TO CANDIDATES :**

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.
3. SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.

**SECTION-A**

**1. Write briefly :**

- a) Define Tourist.
- b) What is Domestic tourism?
- c) Define Alternative Tourism
- d) What is Inbound Tourism?
- e) How to develop effective tour itinerary?
- f) What is the need of travel trade associations?
- g) Define tour package.
- h) What is TAAI?
- i) Give example of any outbound tour.
- j) What is travel marketing?

## SECTION-B

2. Write a note on IATA
3. Explain about the popular types of tour itineraries.
4. What are various considerations while planning any itinerary? Explain in brief.
5. Explain about various components of a tour package.
6. What is the significance of travel agency marketing?

## SECTION-C

7. *“The World Tourism Organization is the United Nations agency responsible for the promotion of responsible, sustainable and universally accessible tourism.”* In view of this statement, explain about the role of IATA in tourism promotion.
8. Develop a marketing strategy for 7 days tour of North East India for any Indian market of your choice.
9. *“After COVID Special Interest Tour Market has grown a lot.”* In view of this statement highlight about special interest tours.

**NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.**