

**Roll No.**

**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.**