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Total No. of Pages: 02

Total No. of Questions: 09

**BTTM (Sem. – 4)**  
**TOUR PACKAGING DESIGN**  
**M Code: 77521**  
**Subject Code: BTTM-404-18**  
**Date of Examination : 13-01-2023**

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) Tour package
  - b) Star hotel
  - c) Liaisoning
  - d) Print media
  - e) Farm tours
  - f) FIT
  - g) MAP
  - h) Premium pricing
  - i) Rural tourism
  - j) Meetings

### **SECTION-B**

2. Explain the term tour package.
3. Explain the need for promotion of tour package.
4. Explain various types of costs.
5. Explain transportation as an important component of a tour package.
6. Explain the meaning of Ethnic tours with suitable examples.

### **SECTION-C**

7. Explain the major components of a tour package.
8. Explain the cost sheet and its important components.
9. Make a tour package for 7N/8D covering important architectural sites in India.

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