

Roll No.

[illegible]

Total No. of Pages : 02

Total No. of Questions : 09

BTTM (Sem.-7)
OUTBOUND TOUR OPERATIONS

Subject Code : BTM-704-18

M.Code : 90301

Date of Examination : 17-12-22

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. What is outbound tourism?
- b. What is tourism supply?
- c. Enlist major outbound tourist generating from India.
- d. Pen down top five outbound tourist destinations of world.
- e. Enlist famous products of Thomas Cook.
- f. Write five famous destinations of Europe.
- g. Which are the popular tourism products of South America?
- h. What are the requirements for a company to operate international tour packages?
- i. Enlist five famous tourist destinations of Pacific region.
- j. What is the difference between outbound tourism and International tourism?

SECTION-B

2. Make a comparison between tourism products of Asia and Europe.
3. Discuss about the strategies of sales in case of international tourism products.
4. **Write a note on:**
 - a. America Tourism Products
 - b. Wild life Tourist delight of Asia.
5. Write a detailed note on outbound tourism and its challenges in global prospective, highlighting the factors influencing outbound tourism in India.
6. Present the statistics of top five countries receiving maximum tourist in last 10 years.

SECTION-C

7. Design a Southeast Asia tour package keeping in mind the cultural needs of a tourist group.
8. An Allocentric tourist group from India wants to experience extreme adventure tourism in USA, write an essay narrating the activities and the destinations.
9. Make a comparison of Indian tourism industry with the tourism industry of far east countries.

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.