

D 53086

(Pages : 3)

Name.....

Reg. No.....

**THIRD SEMESTER B.VOC. DEGREE EXAMINATION  
NOVEMBER 2023**

Tourism and Hospitality Management

SDC 3TC 25—TOUR PACKAGING AND COSTING

(2018 Admissions)

Time : Three Hours

Maximum : 80 Marks

**Section A***Answer all questions.**Each question carries 1 mark.*

1. Who is known as father of travel agency ?
2. Which is the world's second largest travel agency ?
3. A tour wholesaler who sells tour components individually, without assembling them is called \_\_\_\_\_.
4. Expand GIT.
5. Who is responsible for the designing and formulating package tour ?
6. A travel document recording a route or journey ?
7. What is ITC stand for ?
8. What is the expansion of TIM ?
9. Name any *two* types of package tours.
10. Expand MICE.

(10 × 1 = 10 marks)

**Section B (Short Answer Type Questions)***Answer any eight questions.**Each question carries 2 marks.*

11. Who is a tour operator ?
12. What is a Packaged Tour ?

**Turn over**

13. Write any *two* components of a package tour.
14. Define an incentive tour.
15. What do you mean by costing ?
16. What is mark-up price ?
17. What do you mean by tour formulation process ?
18. What is a tour brochure ?
19. Give any *two* advantages of FIT itinerary.
20. What do you mean by Tailor-Made Itinerary ?
21. Define Dynamic Packaging.
22. What is competition-based pricing ?

(8 × 2 = 16 marks)

### Section C (Short Essay Type Questions)

*Answer any six questions.  
Each question carries 4 marks.*

23. Explain the advantages of package tour.
24. Explain the elements of package tour.
25. Point out the advantages and disadvantages of tour itinerary.
26. Explain the steps for planning tour itinerary.
27. List out and explain the factors influencing Tour Costing.
28. Explain the steps for preparing tour itinerary.
29. List out and explain the different types of tour itinerary.
30. Write down the formulation process for developing a package tour.
31. What are the problems in setting tour price ? Explain.

(6 × 4 = 24 marks)

**Section D (Long Essay Type Questions)**

*Answer any two questions.  
Each question carries 15 marks.*

32. Discuss the importance of package tour in tourism industry.
33. State the need and importance of systematic and planned approach for package tours.
34. Evaluate the various factors affecting tour pricing.
35. Prepare a 20 days tour itinerary for GIT from Europe towards the important heritage sites in India.

(2 × 15 = 30 marks)