

Name. _____		Printed Pages:01		
Student Admn. No.: _____				
School of Business Backlog Examination, June 2023 [Programme: BBA (Tourism & Travel)] [Semester: VI] [Batch:2019-23]				
Course Title: Tour Operations & Product Development Management			Max Marks: 100	
Course Code: F030603TA			Time: 3 Hrs.	
Instructions:	1. All questions are compulsory. 2. Assume missing data suitably, if any.			
		K Level	COs	Marks
SECTION-A (15 Marks)		5 Marks each		
1.	What are the sources of revenue for Travel Agencies?	K1	CO1	5
2.	Explain Packaged tours with an example.	KI	CO1	5
3.	Define Last Minute Pricing.	K2	CO2	5
SECTION-B (40 Marks)		10 Marks each		
4.	Write the importance of travel documentation.	K2	CO2	10
5.	Describe the managerial functions and responsibilities of a Travel Agent	K3	CO3	10
6.	How would you work out the cost of a Tour Package?	K3	CO3	10
7.	Describe the various types of accommodation facilities and alternate accommodations available in the organized sector. OR Write a note on the Outbound Tour Operation business	K4	CO4	10
SECTION-C (45 Marks)		15 Marks each		
8.	Who is a tour operator? duties and responsibilities of a Tour Operator	K5	CO4	15
9.	Differentiate between Budget hotels, Boutique Hotels, and Resorts.	K5	CO5	15
10	Discuss the requirements for setting up a Tour Operation Company and explain the use of technology in today's tour operation business. OR Define Tourism & discuss tangible and intangible products of tourism.	K6	CO5	15