

# School of Hospitality

Tourism  
ETE - May 2023

Time : 3 Hours

Marks : 50

## Sem VI - F030603TA - Tour Operations and Product Development Management

*Your answer should be specific to the question asked*

*Draw neat labeled diagrams wherever necessary*

1. What do you mean by itinerary planning? K1 CO1 (2)
2. What do you mean by low-cost carrier (LCC)? K2 CO2 (2)
3. Explain FIT and GIT. K3 CO3 (2)
4. Explain Tailor-Made Tour Package. K4 CO4 (2)
5. Discuss the nature of Packages Tours. K4 CO5 (2)
6. Explain the concept of tour operation. K3 CO1 (5)
7. Explain the meaning and types of Tour costing. What are the different types of costs involved in the tour package? K4 CO2 (5)
8. Describe the cost sheet and prepare the cost sheet for an itinerary. K6 CO6 (6)
9. How Thomas Cook played a key role in the evolution of the travel business. Explain the historical background of the travel industry. K4 CO3 (8)
10. Explain the importance of cost over marketing and promotion, which are the implicit and explicit costs of the package tour? K5 CO4 (8)
11. Discuss the impact of globalization and liberalization on the development of travel agencies and tour operators. K6 CO5 (8)