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**Total No. of Pages : 02**

**Total No. of Questions : 09**

**Bachelor of Tourism and Travel Management (Sem.-4)**  
**POLICY AND PLANNING FOR TOURISM DEVELOPMENT**

**Subject Code : BTTM-402-18**

**M.Code : 77519**

Date of Examination : 20-05-2025

**Time : 3 Hrs.**

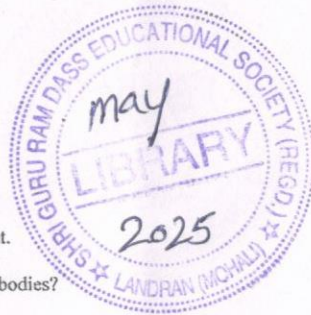
**Max. Marks : 60**

**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 :
- Define the need for a public tourism policy.
  - Briefly explain the objectives of tourism planning.
  - What is the role of public sector in tourism policy formulation?
  - Discuss the significance of community involvement in tourism development.
  - What are the main responsibilities of national-level tourism policy-making bodies?
  - Outline the main focus of the National Tourism Policy - 1982.
  - Describe the objectives of the National Action Plan on Tourism - 1992.
  - How does tourism planning differ at the state level compared to the national level?
  - Explain the concept of incentives in tourism development.
  - Briefly define the destination life cycle concept.



## SECTION - B

2. Discuss the institutional framework involved in the creation of a public tourism policy.
3. Explain the steps and stages involved in policy formulation for tourism.
4. Describe the importance and impact of the National Committee Report - 2002.
5. Explain the role of tourism in India's economic development through its Five-Year Plans, specifically focusing on the 11<sup>th</sup> Five-Year Plan.
6. Analyze the background and factors influencing tourism planning.

### SECTION - C

7. Examine the progression of tourism policies in India, starting from the L.K. Jha Committee - 1963 to the latest policy. Discuss the relevance of each policy to the tourism sector.
8. Discuss the different levels of tourism planning (international, national, regional, state and local) and elaborate on the techniques of plan formulation.
9. Describe in detail the destination life cycle concept and evaluate how planning strategies can vary based on different stages of the cycle.

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**Bachelor of Tourism and Travel Management (Sem.-4)**

## ITINERARY PREPARATION

Subject Code : BTTM-403-18

**M.Code : 77520**

**Date of Examination : 23-05-2025**

**Time : 3 Hrs.**

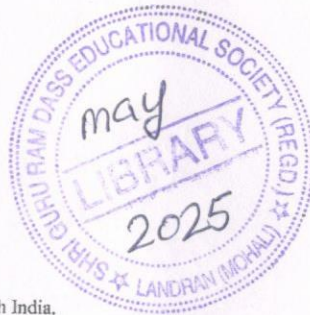
**Max. Marks : 60**

**INSTRUCTIONS TO CANDIDATES:**

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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 :
- What is meant by a product-based itinerary?
  - List two don'ts of itinerary preparation.
  - What does FIT stand for?
  - What is an all-inclusive itinerary?
  - Name any two popular destinations included in the Temple Circuit of South India.
  - Define a custom-made itinerary with an example.
  - Write any two important features of the Great Indian Heritage Circuit.
  - Name two destinations popular in the Himalayan Safari itinerary.
  - Mention two adventure tourism destinations in India.
  - What are the key elements of a wellness itinerary?



### SECTION - B

2. Explain the importance of duration and budget in itinerary planning.
3. Discuss the components and benefits of an all-inclusive itinerary.
4. Describe the Great Indian Heritage Circuit with major destinations.
5. Prepare a short itinerary for a 3-day temple tour in Tamil Nadu.
6. Write a note on health tourism in India with the key destinations.

## SECTION - C

7. Prepare a 7-day itinerary for a foreign tourist visiting the Golden Triangle and nearby destinations.
8. Discuss various types of itineraries with reference to their use in different tourism products.
9. Design a special interest itinerary focused on the cultural tourism in Central India.

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Total No. of Questions : 09

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**Bachelor of Tourism and Travel Management**

(Sem.-4)

**TOUR PACKAGING DESIGN**  
Subject Code : BTM-404-18

M.Code: 77521

Date of Examination : 27-05-2025

Time : 3 Hrs.

**Max. Marks : 60**

**INSTRUCTIONS TO CANDIDATES :**  
1. SECTION A : 20

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. Describe B&B stay.
  - b. What is Solo traveler?
  - c. Describe village tourism.
  - d. How will you define special interest tours?
  - e. Difference between leisure trip & business trip.
  - f. What is a tour guide & what is his / her role?
  - g. What is GIT? Describe characteristics also.
  - h. Enlist various modern media used in promotion of tour package.
  - i. Difference between FIT & GIT.
  - j. Describe characteristics of a Boutique hotel.



### SECTION - B

2. What are advantage & disadvantages of Package tour?
3. Difference between brochures and tailor made tours?
4. Write the selection criteria of types of media for promotion of tour packages.
5. Write a case study on one the leading Inbound company.
6. Write a note on Eco & Wildlife tours?

### SECTION - C

7. What are products oriented package tours? Describe with the help of popular tour package of India.
8. Write an essay on negotiation & brochure preparation of a tour package.
9. Describe the technical aspects of operation's handling of tour package.

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BTTM (Sem.-4)  
BASICS OF ENTREPRENEURSHIP

Subject Code : BTTM-405-18

M.Code : 77522

Date of Examination: 31-05-2025

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. Differentiate between an entrepreneur and a business man.
  - b. What is meant by collaboration?
  - c. What is financial planning?
  - d. What is meant by physical evidence?
  - e. What is a business strategy?
  - f. What is project report?
  - g. What is SSI?
  - h. What is meant by feasibility?
  - i. What is business idea?
  - j. What is innovation?



### SECTION - B

2. Discuss the role of government institutions in promotion of tourism entrepreneurship.
3. Discuss the business strategies in understanding the customers.
4. Discuss the various functions of entrepreneurship.
5. Discuss the various Marketing Mix for tourism market.
6. Discuss the importance of networking and collaboration in the tourism industry.

### SECTION - C

7. Discuss the role of entrepreneurship in economic development and factors affecting entrepreneurship growth.
8. Discuss the various forms of organization and its legal considerations.
9. Discuss the business idea generation techniques and steps in feasibility study of marketing, People, finance and technology.

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**Bachelor of Tourism and Travel Management (Sem.-4)**

## TOURISM TRANSPORTATION

Subject Code : BTM-408-18

**M.Code : 77525**

Date of Examination : 04-06-2025

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. Explain the concept of "characteristics of supply" in tourist transportation.
  - b. Why is transport considered essential in tourism?
  - c. What are the main functions of IATA?
  - d. Define the concept of "freedoms of the air."
  - e. List two recent policies affecting Indian airlines.
  - f. Who are Rent-a-car operators and what is their role in tourism?
  - g. Name two major railway systems in the world and their significance.
  - h. Briefly describe the Palace on Wheels.
  - i. What are ferries used for in tourism?
  - j. Explain the term "operational strategy" in water transport.



## SECTION - B

2. Describe the factors influencing demand patterns in tourist transportation.
3. Explain the role of airlines in tourism promotion with an example.
4. How does the Indian Rail system support tourism?
5. Discuss the concept and services of toy trains in India.
6. Explain the future potential of water-based leisure activities in India.

## SECTION - C

7. Analyze the marketing strategies used by airlines to promote tourism in India with specific examples.
8. Discuss the functions and significance of ICAO and its impact on global tourism.
9. Examine the different water transport options and their contributions to the tourism sector with examples of operational and marketing strategies.

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