

BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI
(MID SEMESTER EXAMINATION MO/2024)

CLASS: BHMCT
BRANCH: HMCT

SEMESTER :VII
SESSION : MO/2024

SUBJECT: HM401 TOURISM OPERATION

TIME: 02 Hours

FULL MARKS: 25

INSTRUCTIONS:

1. The question paper contains 5 questions each of 5 marks and total 25 marks.
 2. Attempt all questions.
 3. The missing data, if any, may be assumed suitably.
 4. Tables/Data handbook/Graph paper etc., if applicable, will be supplied to the candidates
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		CO	BL
Q.1(a)	Define tourism and its important constituents.	[2] 1	2
Q.1(b)	Highlight the term “The Grand Tour” and ‘Silk route”.	[3] 1	1
Q.2(a)	Write the forms of Tourism.	[2] 1	1
Q.2(b)	Write short notes on the following: (a) MICE, (b) Gourmet Tours, (c) Dark Tours.	[3] 1	2
Q.3(a)	Write the name of ten important tour operators in India or across the globe.	[2] 1	2
Q.3(b)	Discuss the important parameters to setup a new travel agency.	[3] 2	2
Q.4(a)	Write the important components of a tour costing.	[2] 1	2
Q.4(b)	Discuss the functions of a travel agency.	[3] 2	2
Q.5(a)	Define the term “Negotiation” in travel company, write the process.	[2] 2	2
Q.5(b)	Differentiate among FIT, GIT and incentive in tour costing.	[3] 2	3

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