

**BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI
(MID SEMESTER EXAMINATION)**

**CLASS: BHMCT
BRANCH: HMCT**

**SEMESTER :VII
SESSION : MO/2025**

SUBJECT: HM401 TOURISM OPERATIONS

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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Q.1(a)	Briefly outline two key historical developments that significantly shaped modern tourism.	[2] 1	2
Q.1(b)	Evaluate how the nature of tour operations has evolved from traditional package tours to customized FITs, and analyze the impact of this shift on customer expectations and operator responsibilities.	[3] 1	3
Q.2(a)	Define 'Tour Operator' and 'Travel Agent' in your own words. State one primary function each performs in the tourism value chain.	[2] 2	2
Q.2(b)	Elaborate on the statement: "A Travel Agent is a retailer, while a Tour Operator is a wholesaler and manufacturer." Explain the fundamental difference in their core functions.	[3] 2	3
Q.3(a)	Differentiate between a 'tour guide' and a 'tour escort' based on their scope of work and point of involvement in a tour.	[2] 1	2
Q.3(b)	Imagine you are designing a 7-day cultural tour of Rajasthan for senior citizens. Argue whether you would assign a guide, an escort, or both – and justify your choice with operational and safety considerations.	[3] 2	3
Q.4(a)	What is a 'tour itinerary'? List three essential components that must be included in any professionally designed itinerary.	[2] 2	2
Q.4(b)	Deconstruct the process of tour costing. Explain how the costs for a Group Inclusive Tour (GIT) would be fundamentally different from those of a Free Independent Traveller (FIT) package, even for the same destination.	[3] 2	3
Q.5(a)	What is the purpose of conducting market research before designing a tour package? Mention two key data points operators typically seek.	[2] 2	3
Q.5(b)	You are a tour operator negotiating with a new hotel chain for bulk bookings. Evaluate three key contract terms you must prioritize to ensure quality, flexibility, and cost-efficiency for your clients.	[3] 2	2

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