

Time: 2 ½ hours

Total Marks: 75

Q.1. Answer any two out of the following questions (15 marks)

- a. Design a tour for a group of 20 senior citizen people to a religious destination for 6N/7D
- b. Explain the steps involved in Managing the financial operations of a tour company
- c. Explain the process of Achieving customer satisfaction

Q.2. Answer any two out of the following questions (15 marks)

- a. Explain the staffing process in detail
- b. Explain the importance of setting standards for a travel company
- c. How will you handle a complaint against female harassment in your company

Q.3. Answer any two out of the following questions (15 marks)

- a. Explain the importance of managing clients in developing business
- b. Give a detailed strategy of expanding your travel business
- c. What steps will you take if your accountant is cheating upon you by manipulating accounts?

Q.4. Answer any two out of the following questions (15 marks)

- a. Basic requirements of a tour operator or a guide
- b. Importance of personality: personal grooming, etiquettes, knowledge, communication
- c. Pre-tour preparation

Q.5. Answer the following questions (15 marks)

A tour manager sees to it that all aspects of a professional entertainment tour run smoothly. The duties overseen by a tour manager may include booking the performances, arranging for transportation and meals for both the artists and the crew, securing lodging, completing accounting tasks and hiring and firing personnel. The tour manager may also be responsible for mediating conflicts between personnel members involved in a tour. This job can be stressful when deadlines loom or when conflicts arise. While most tour managers have a bachelor's degree in business management, music or a related field, this is not required by all employers. Entry-level experience is preferred. Tour managers should have organization, interpersonal skills, listening skills, problem-solving skills, business skills, creativity, and knowledge of musical instruments and sound system equipment. For agents and business managers of artists,

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performers and athletes, including tour managers, the median annual wage was \$62,940 as of May 2015, according to the U.S. Bureau of Labor Statistics.

- a. Explain the duties of a tour manager in detail
- b. Explain the skills important to be a tour manager
- c. Do you think that tour managers are important in the present era of digitization? Explain with valid reasons.