

2021

(Held in 2022)

Paper : TTM-VC-1026

(Travel Consultant-II)

(Tourism and Travel Management)

Full Marks: 60

Time: 3 hours

The figures in the margin indicate full marks for the question

1. Answer the following as directed:

1X7=7

- a) Brand value is important to maintain successful business. *(True/False)*
- b) The capital city of Mizoram is*(Fill up the blank)*
- c) The IATA Three letter airport code of Lokpriya Gopinath Bordoloi International airport is GHU. *(True/False)*
- d) Full form of FIT.
- e) Ali-ai-Ligang is popular cultural festival ofcommunity of Assam. *(Fill up the blank)*
- f) Cherry blossom festival is a popular tourism festival of.....
(Fill up the blank)
- g) Maintaining Grooming is a part of personal hygiene. *(True/False)*

2. Answer the following questions:

2X4=8

- a) What is Brand loyalty and Brand Value?
- b) Define IPR?
- c) What do mean by customer feedback?
- d) What is International Tourism?

3. Write short notes on the following (any three):

5X3=15

- a) Define Marketing? Explain briefly its role in tourism business.
- b) Explain the different types of IPR?
- c) What do mean by Personal integrity and Ethical behaviour?
- d) What is customer complaint? Mention steps to handle customer complaints.
- e) Explain "Treat woman equally and avoid discrimination" with suitable example.

4. Answer the following (any three):

10X3=30

- a) What is Personal Hygiene? Mentions the steps of hand wash procedure.

- b) What is dental hygiene? Explain how a good dental hygiene will impact your personality.
- c) Explain few safety and security procedures for women colleagues and customers in the organisations.
- d) What is market Segmentation? What are the 8Ps of Marketing explain briefly?
- e) Prepare a detail itinerary for 5night/6days of your choice.
