

MBA

**(SEM -IV) THEORY EXAMINATION 2018-19
HOSPITALITY & TOURISM MANAGEMENT**

Time: 3 Hours

Total Marks: 100

Note: Attempt all Sections equally & missidg tathen hoosaitably.

SECTION A**1. Attempt the questions brief. 2 x 10 = 20**

- a. Define excursionist.
- b. Describe ethnic tourism.
- c. What do you understand about E-Commerce in tourism?
- d. Explain tourism Product Life Cycle.
- e. Describe desert festival.
- f. What is IATA?
- g. Differentiate between travel agency and tour operator.
- h. Explain organization structure.
- i. What is star rating hotel?
- j. Explain HRACC.

SECTION B**2. Attempt any three of the following: 10x3=30**

- a. Describe tourism. Explain significance and benefits of tourism for socio-economic condition of nation.
- b. Explain tourism product. Write elements and characteristics of tourism products.
- c. What strategies can be adopted by a tourism marketer in introduction stage of the tourism destination having been used as a successful product?
- d. Explain hotel revenue centres. How room divisions and F&B divisions are main source of revenue. Explain.
- e. Explain function of front office department in a hotel. How is coordination of front office with other department?

SECTION C**3. Attempt any one part of the following: 10x1=10**

- a. Elaborate the motivational factors for a tourist to travel at Sun Temple and Konark as world heritage sites.
- b. What are the steps involved in setting up the travel agency in India. Write sources of income for a travel agency.

4. Attempt any one part of the following: 10x1=10

- a. Describe in detail about Special interest tourism like culture oriented and VFR.
- b. Explain the factors affecting growth and development of modern tourism in India.

5. Attempt any one part of the following: 10x1=10

- a. Discuss the facilities and services required to get an approval for five star deluxe categories hotel in India.

- b. Explain about hotel organization structure and its hierarchy of very large, large and medium hotel chain in India.

6. Attempt any one part of the following: 10x1=10

- a. What is the importance of general etiquette in hospitality sector? Write essentials for phone handling and effective communication.
b. Explain in detail about Laws and rules pertaining to Hospitality Industry in India.

7. Attempt any one part of the following: 10x1=10

- a. What are the hotel cost centres? How does cost centre work? Write types of hotel cost centres.
b. "Adventure tourism is about connecting with a new culture or a new landscape and being physically active at the same time. It is not about being risky or pushing your boundaries". Explain.

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