

F-4
T-74

B4m-101 Introduction to Hospitality management

T74/V74/BHM101/BTH102/EE/20120517

17/5/2012
may-12

Time : Three Hours

Marks : 80

Instructions for the candidates :

- 1) All questions are **compulsory**.
- 2) Draw suitable diagrams and sketches wherever necessary.
- 3) Assume suitable data if necessary.
- 4) Figures to the right indicate full marks.

1. Answer **any eight** of the following questions in about 25 to 30 words each. **16**

- a) Write the full form of IOTO.
- b) Write the full form of PATA.
- c) Write the full form of WTO.
- d) Write the full form of IATA.
- e) What is housekeeping?
- f) Define the term, 'Tourist'.
- g) List any four types of clubs.
- h) Define a 'package tour'.
- i) Define a 'motel'.
- j) What are 'resorts'?
- k) What do you mean by a 'cabana'?
- l) What is an airport hotel?

2. Answer **any four** of the following questions in about 40 to 45 words each. **12**

- a) What is marketing?
- b) What is the role of advertisement in the tourism industry?
- c) Who are the promoters of tourism?
- d) What is the role of security in a hotel and other industries?
- e) Explain the current trends in recreation and leisure.
- f) How do hospitality and tourism go hand in hand? Explain.

3. Answer **any four** of the following questions in about 40 to 45 words each. 12
- a) Write the criteria for three-star hotels.
 - b) Explain the marketing strategies in tourism.
 - c) Explain the servicing of inbound tourism.
 - d) What are the aims and objectives of the state tourism department?
 - e) Write the points to achieve sustainable tourism.
 - f) Write about any three types of hotels and explain.
4. Answer **any two** of the following questions in about 80 to 90 words each. 12
- a) Write about and name any twelve state tourism departments/ corporation/boards in India.
 - b) Write about ecotourism and Indian city tours.
 - c) Discuss about a food production department with all sections of a kitchen.
5. Answer **any two** of the following questions in about 80 to 90 words each. 12
- a) List any six travel-related products and explain three of them.
 - b) Explain the characteristics of tourism in brief.
 - c) What are the various types of corporate meetings? Explain.
6. Answer **any two** of the following questions in about 100 to 120 words each. 16
- a) What is an event? Write about event management in brief.
 - b) Write an essay on the tourism industry.
 - c) Elaborate on the global trends in tourism.
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