

Printed Pages : 2



NBHM-106

(Following Paper ID and Roll No. to be filled in your Answer Book)

PAPER ID : 990106

Roll No.

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B.H.M.C.T.

(SEM. I) (ODD SEM.) THEORY
EXAMINATION, 2014-15

**INTRODUCTION TO HOSPITALITY MANAGEMENT
CONCEPTS**

Time : 3 Hours]

[Total Marks : 100

Note : Attempt all sections.

SECTION - A

1 Attempt any **Ten** Questions: **(2×10=20)**

- (i) PATA
- (ii) IATO
- (iii) ITDC
- (iv) Sabre
- (v) Discount
- (vi) Consortia
- (vii) Unique Characteristics of Hospitality Industry
- (viii) Goal
- (ix) Ministry of Tourism
- (x) Tour Operator
- (xi) WTO
- (xii) GDS

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[Contd...

SECTION – B

- 2 Attempt any **Three** Questions: **(10×3=30)**
- (i) What is organization ? What is the need of organization ?
Draw an organizational chart of a large hotel.
 - (ii) Explain in detail meaning and definition of hospitality industry and its relation to other industries.
 - (iii) Explain the contribution of 'Hawthorne experiment' to management thought.
 - (iv) Define Planning. Discuss the need and importance of Planning in hotels.

SECTION – C

- 3 Attempt any **Five** Questions: **(10×5=50)**
- (i) Explain the growth and development of Taj Group of Hotels.
 - (ii) What is the contribution of Hospitality industry to Global Economy ?
 - (iii) Give meaning and definition of Management. Define the Nature of Management.
 - (iv) What is Tourism ? What are the different reasons for people to Travel ? Explain.
 - (v) What do you understand by Hospitality Distribution Channels ? Define its functions and levels.
 - (vi) What is Internet ? What is the use of internet in Travel and Tourism ?
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