

Printed Pages : 3



NMBA043

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

PAPER ID : 270423

Roll No.

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M. B. A.

(SEM. IV) THEORY EXAMINATION, 2014-15
HOSPITALITY & TOURISM MANAGEMENT

Time : 3 Hours]

[Total Marks : 100

1 Attempt **any four** parts of the following. 5×4=20

- (a) Explain significance and benefits of Tourism.
- (b) Why is it important for tourism people to have a good understanding of travel motivation?
- (c) Discuss the various service objectives of ICAO.
- (d) Discuss the origin and nature of Hospitality Management.
- (e) Prepare the house-keeping organization chart for a small-sized hotel.
- (f) What are the basic functions of the front office ?

2 Attempt **any Two** parts of the following: **10×2=20**

- (a) Tourist are classified into several heads on the basis of their personalities, with this reference compare Plog's model classification of tourist with Cohen's model.
- (b) "India has tremendous potential to become a major global tourist destination and Indian tourist industry is exploiting this potential to the fullest". In view of the statement discuss and evaluate the present scenario of Indian Tourism Industry.
- (c) "The Tourism Industry generates substantial economic benefits to both host countries and tourists home countries." Discuss the statement stating the real scenario.

3 Attempt **any Two** parts of the following: **10×2=20**

- (a) Discuss the functions of a travel agency. What are the rules and regulations followed for recognition of travel agency?
- (b) Define tourism product. How is the tourism product different from the commodity product?
- (c) What do you see as the future of the travel agent? Discuss the rules prescribed by the DOT (Dept. of Tourism) for the approval of travel agencies.

4 Attempt **any Two** parts of the following: **10×2=20**

- (a) "Motivation is not the same as demand. The demand for travel and tourism is the outcome of motivation". On the basis of the above statement elaborate some basic principles to tourist motivation.
- (b) As a manager of a resort hotel popular with families, what social and or / educational activities would you offer your guest ?
- (c) Discuss the current scenario along with future trends of Indian Hospitality Industry.

5 Attempt **any Two** parts of the following: **10×2=20**

- (a) Briefly describe the classification of hotel on the basis of location and ownership with at least two examples in each.
- (b) Discuss the marketing mix required for the Hospitality and Tourism Industry.
- (c) "The principal mission of FHRAI is to represent, promote, and develop the Hospitality Industry in India." Comment.
