

**MBA****(SEM -IV) THEORY EXAMINATION 2018-19  
HOSPITALITY & TOURISM MANAGEMENT****Time: 3 Hours****Total Marks: 100****Note: 1.** Attempt all Sections. If require any missing data; then choose suitably.**SECTION A****1. Attempt all questions in 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.