www.aktuonline.com

Printed Pages: 02 **Sub Code: NMBA043**

Paper Id: | 2 | 7 | 0 | 4 | 2 | 3 | **Roll No.** | | | | | | | | | | |

MBA

(SEM IV) THEORY EXAMINATION 2017-18

HOSPITALITY & TOURISM MANAGEMENT

Time: 3 Hours ***Total Marks: 100***

Note: 1. Attempt all Sections. If require any missing data; then choose suitably.
2. Be precise while giving your answers.

SECTION A

1. Attempt *all* questions in brief. 2 x 10 = 20

a. What is Hospitality Management?
b. Define Tourism and briefly explain the various phases of Tourism
c. Define Inter – regional and Intra – regional Tourism.
d. What is the role of IATA?
e. Differentiate hotels with motels.
f. Differentiate between Travel Agency and Tour Operator.
g. What are the various departments of Five Star Hotel?
h. Concept of Domestic and International Tourism
i. What are the basic functions of the front office?
j. Discuss the basic travel regulations in India

www.aktuonline.com

SECTION B

2. Read the following case study carefully and answer the questions at the end: 10 x 3 = 30

India the land to travel a heaven of tourism delights a civilization to tour through bounded by the majestic Himalayan range in the north and edged by an endless stretch of golden beaches. India is a vivid kaleidoscope of landscapes, magnificent historical sites and royal cities, misty mountains, retreats, colourful people, rich culture and festivals. Modern India is the home alike to the tribal with his anachronistic lifestyle and to the sophisticated exist amicable with the microchip. Its ancient monuments are the backdrops for the world's largest democracy. Teaming with over a billion people who voice over a million concerns in fifteen hundred different language, India is where people live with variety thrive on diversity and are too familiar with largeness to let it boggle them. Mud huts and mansions faces off across the city street. Lurid luxury and limp living are inhabitants of the same lane. India's widespread diversity has always attracted both foreigners as well as its own citizen a like to explore its mirth and gaiety that it has to offer the world. Every nook and cranny of the country offers exquisite as well as exclusive tourism resource which echoes heritage as well as tradition of that particular area. There is hardly any country in the world which offers such wide variety of tourism.

Tourism in India is the largest service industry; with a contribution of 5.9% to the national GDP in 2011and this creates 8.78% of the total employment in India. In 1997, India received 2.37 million foreign tourists but as we reached to 2011, there is a phenomenal growth in foreign tourist arrivals to India i.e. 6.29 million. Our foreign exchange earnings from tourism in 1997 was only USD 2889 million and by 2011 we have a foreign exchange earning of USD 16564 million tourism business and that is expected to increase to US$375.5 billion by 2018 at a 9.4% annual growth rate. Tourism is one economic sector in India that has the

http://www.aktuonline.com

potential to grow at a high rate and ensure consequential development of the infrastructure at the destinations. As per the statistics of UNWTO, in 2011, there were over 983 million international tourist arrivals worldwide, representing a growth of 4.6% when compared to 940 million in 2010. International tourism receipts (the travel item of the balance of payments) grew to US$1.03 trillion (€740 billion) in 2011, corresponding to an increase in real terms of 3.8% from 2010.

Questions

i. Write about the flow of Tourism in India.
ii. Write about the richness of Tourism in India.
iii. Write about the types of Tourism possible in India through the case study

SECTION C

3. Attempt any *one* part of the following: 10 x 1 = 10

(a) "The Tourism Industry generates substantial economic benefits to both host countries and tourists' home countries." Discuss the statement stating the real scenario.

(b) Discuss the functions of a travel agency. What are the rules and regulations followed for recognition of travel agency?

4. Attempt any *one* part of the following: 10 x 1 = 10

(a) Explain the various elements of Tourism. How the marketing for hospitality and tourism is different from other products? Explain with examples.

(b) "Fairs and Festivals promote Tourism of a country." Justify the statement by taking India as a country.

5. Attempt any *one* part of the following: 10 x 1 = 10

(a) How can tourist demands be forecasted? Also explain the factors responsible in determining the leisure tourist influx in a particular country.

(b) Assuming yourself to be a Manager of a Tours and Travel company, what motivational techniques would you practice keeping in mind the socio cultural background of Tourists coming from Europe.

6. Attempt any *one* part of the following: 10 x 1 = 10

(a) Enumerate the different types of hotel rooms. Explain the rate structure and room rate designation. What is „Rooms Division" of a hotel?

(b) Write short notes on –
  (i) Communication skills for Travel & Tourism Sector
  (ii) Levels of Service

7. Attempt any *one* part of the following: 10 x 1 = 10

(a) "The principal mission of FHRAI is to represent, promote, and develop the Hospitality Industry in India." Comment.

(b) Briefly describe the classification of hotel on the basis of location and ownership with at least two examples in each.

www.aktuonline.com
http://www.aktuonline.com