

**BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI
(END SEMESTER EXAMINATION)**

**CLASS: HMCT
BRANCH: BHMCT**

**SEMESTER : III
SESSION : MO/19**

SUBJECT: HM201 INTRODUCTION TO TOURISM, TRAVEL AND HOSPITALITY INDUSTRY
TIME: 3 HOURS **FULL MARKS: 50**

INSTRUCTIONS:

1. The question paper contains 5 questions each of 10 marks and total 50 marks.
 2. Attempt all questions.
 3. The missing data, if any, may be assumed suitably.
 4. Before attempting the question paper, be sure that you have got the correct question paper.
 5. Tables/Data hand book/Graph paper etc. to be supplied to the candidates in the examination hall.
-

- | | |
|--|-----|
| Q.1(a) Define tourism and hospitality. | [5] |
| Q.1(b) Classify the various forms of tour with suitable examples. | [5] |
| | |
| Q.2(a) Distinguish between Carnataki & Hindustani music. | [5] |
| Q.2(b) Describe the characteristics of hospitality industry. | [5] |
| | |
| Q.3(a) Illustrate the functions of front office department of a large scale hotel. | [5] |
| Q.3(b) Draw an organizational hierarchy of a mid- size hotel and elaborate the role of ancillary services. | [5] |
| | |
| Q.4(a) Define distribution channel and discuss the role in hospitality industry. | [5] |
| Q.4(b) Evaluate the role of consortia and representation firms in hospitality industry. | [5] |
| | |
| Q.5(a) Interpret the career options in Hospitality Industry. | [5] |
| Q.5(b) Define DMC, discuss the role of DMC in country's economy. | [5] |

:::::25/11/2019:::::M