

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

**CLASS: BHMCT  
BRANCH: BHMCT**

**SEMESTER : III  
SESSION : MO/2022**

**SUBJECT: HM201 INTRODUCTION TO TOURISM, TRAVEL & HOSPITALITY INDUSTRY  
TIME: 3:00 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.
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- Q.1(a) Interpret the meaning and nature of Tourism. [2]  
Q.1(b) Distinguish between special interest tourism and responsible tourism with suitable example. [3]  
Q.1(c) Trace the evolution of tourism in various stages with major landmark. [5]
- Q.2(a) Distinguish between Hindustani and Carnataki music. [2]  
Q.2(b) Evaluate the variance between hospitality and non-hospitality product highlighting the characteristics. [3]  
Q.2(c) Discuss the way forward and future trends in Hospitality Industry in India. [5]
- Q.3(a) Write the significance of an organization in the Hospitality Industry. [2]  
Q.3(b) Highlight the major and minor revenue generating departments of a large hotel. [3]  
Q.3(c) Explain the role and responsibilities of the various sections of a Front Office department. [5]
- Q.4(a) Differentiate between GDS and PMS. [2]  
Q.4(b) Discuss the role of various marketing intermediaries in hospitality industry. [3]  
Q.4(c) Getting the Customer to the Product is the key in distribution channel. Justify and elaborate the statement. [5]
- Q.5(a) Write the name of top ten DMCs of India. [2]  
Q.5(b) How Cruise Ships are known as destination in themselves, explain with suitable examples. [3]  
Q.5(c) Define MICE. Discuss the significance in revenue generation in relation with India. [5]

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