

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

**CLASS: BHMCT
BRANCH: HMCT**

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

SUBJECT: HM201 INTRODUCTION TO TOURISM, TRAVEL, AND HOSPITALITY INDUSTRY.

TIME: 2 HOURS

FULL MARKS: 25

INSTRUCTIONS:

1. The total marks of the questions are 25.
 2. Candidates attempt for all 25 marks.
 3. Before attempting the question paper, be sure that you have got the correct question paper.
 4. The missing data, if any, may be assumed suitably.
 5. Tables/Data hand book/Graph paper etc. to be supplied to the candidates in the examination hall.
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		CO	BL
Q1 (a)	Define tourism and hospitality. Differentiate between an excursionist & a tourist.	[2] 1	1
Q1 (b)	Discuss the forms and types of tourism with suitable examples.	[3] 2	2
Q2 (a)	What is the concept of "The Grand Tour" and "Silk Route"? Explain.	[2] 2	2
Q2 (b)	Describe the economic, social and cultural significance of tourism in India.	[3] 2	2
Q3 (a)	Distinguish between VFR and Fam trip.	[2] 3	4
Q3 (b)	Write the major fair & festivals of India in context with inbound tourist.	[3] 3	1
Q4 (a)	Discuss the characteristics of the tourism and hospitality Industry.	[2] 2	3
Q4 (b)	Analyze the importance of Indian architecture in tourism industry, highlighting the major heritage monuments of India.	[3] 4	4
Q5 (a)	Write the name of ten hotels with Indian origin and ten multinational hotel operating in India.	[2] 2	1
Q5 (b)	Evaluate the role of transportation in tourism Industry with essential features of tourist transport.	[3] 3	5

::: 26/09/2022 :::M