

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

**CLASS: BHMCT
BRANCH: HMCT**

**SEMESTER : III
SESSION : MO/2023**

**SUBJECT: HM201 INTRODUCTION TO TOURISM, TRAVEL & 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.
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		CO	BL
Q.1(a)	Write the constituents of tourism and their importance.	[5]	1 1
Q.1(b)	Differentiate and explain the tourism motivators and barriers.	[5]	1 2
Q.2(a)	Discuss the push and pull factors in tourism with suitable examples.	[5]	1 2
Q.2(b)	Highlight the cultural attractions of India in relation with tourism importance.	[5]	2 2
Q.3(a)	Based on which characteristics you will clearly distinguish between hospitality and non-hospitality products? Explain.	[5]	2 2
Q.3(b)	Write the important hotel chains operating in India and the future trends in the hotel industry.	[5]	2 2
Q.4(a)	The relevancy of an Organizational hierarchy in the hotel industry in India, justify the statement.	[5]	3 3
Q.4(b)	Write the concept of a consortia. How it is different from Global Distribution System?	[5]	4 3
Q.5(a)	Write an essay on the "Wings of Hospitality Industry".	[5]	5 4 5
Q.5(b)	Define DMC. Discuss the services offered by DMC along with important DMCs in India.	[5]	5 3 5

::: 21/11/2023:::E