

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

**CLASS: BHMCT
BRANCH: HMMCT**

**SEMESTER : III/ADD
SESSION : MO/2024**

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 meaning and nature of tourism. Differentiate between an excursionist and a tourist.	[5] 1	2
Q.1(b)	Illustrate the significance of tourism with historical perspective in India.	[5] 2	2
Q.2(a)	“India is land of multiple cultural facet”, write an essay in context with tourism.	[5] 2	2
Q.2(b)	Establish the linkage between hospitality and other industry emphasizing with their characteristics.	[5] 2	3
Q.3(a)	Define organization, write the importance of organizational hierarchy of a large scale five star hotel.	[5] 3	2
Q.3(b)	Discuss the role and responsivity of an F & B Manager in a large scale five star hotel. This department is considered as the highest revenue generator, justify.	[5] 3	3
Q.4(a)	Write the major distribution channels of a hotel or hotel chains.	[5] 4	3
Q.4(b)	Discuss the term “Intranet, Extranet and Internet” in terms of hotel industry.	[5] 4	3
Q.5(a)	MICE and DMCs are inter-dependent, illustrate this statement with suitable example.	[5] 5	3
Q.5(b)	Discuss the significance of Cruise Industry and write the major Cruise liners.	[5] 5	3

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