

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

CLASS: BHMCT
BRANCH: HMCT

SEMESTER : III
SESSION : MO/2025

SUBJECT: HM24201 INTRODUCTION TO TOURISM, TRAVEL & HOSPITALITY INDUSTRY
TIME: 02 Hours

FULL MARKS: 25

INSTRUCTIONS:

1. The question paper contains 5 questions each of 5 marks and total 25 marks.
 2. Attempt all questions.
 3. The missing data, if any, may be assumed suitably.
 4. Tables/Data handbook/Graph paper etc., if applicable, will be supplied to the candidates
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		CO	BL
Q.1(a)	Differentiate between a 'tourist' and an 'excursionist' with one example each.	[2]	1 2
Q.1(b)	Explain how the economic significance of tourism contributes to regional development, with special reference to employment generation and foreign exchange earnings	[3]	1 2
Q.2(a)	Define 'inbound tourism' and 'outbound tourism', and state one country each that is a major source and destination for India in these categories.	[2]	2 2
Q.2(b)	Analyze the role of 'special interest tourism' (e.g., ethnic or roots tourism) in preserving cultural heritage and boosting local economies, citing one Indian example.	[3]	2 3
Q.3(a)	List any four traditional Indian dance forms and their states of origin.	[2]	2 1
Q.3(b)	Evaluate how Indian fairs and festivals act as catalysts for domestic tourism, highlighting their socio-cultural and economic impacts.	[3]	2 3
Q.4(a)	What are the key characteristics that make the tourism product different from conventional consumer goods? Mention any two	[2]	3 2
Q.4(b)	Discuss the interlinkages between the hospitality industry and other sectors such as agriculture, transport, and handicrafts in the Indian context.	[3]	3 2
Q.5(a)	Name five global hotel chains operating in India and one unique service each is known for.	[2]	2 2
Q.5(b)	Assess the influence of external environmental factors (political, technological, and socio-cultural) on the growth and future trends of India's hospitality industry.	[3]	2 3

:::16/09/2025 :::E