

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

**CLASS: BHMCT
BRANCH: HMCT**

**SEMESTER : III
SESSION : MO/2025**

SUBJECT: HM24201 INTRODUCTION TO TOURISM, TRAVEL AND 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)	Define tourism according to the UNWTO and differentiate between an exclusionist and a tourist.	[5] 1	1
Q.1(b)	Explain any two characteristics of the tourism and hospitality industry with suitable examples in context with India.	[5] 1	2
Q.2(a)	Briefly describe any two classical dance forms of India and mention the state(s) they originate from.	[5] 2	2
Q.2(b)	Why transportation is considered a critical facilitator of tourism? Discuss the relevance of any two modes of transport in the Indian tourism context.	[5] 2	2
Q.3(a)	What is the main responsibility of the Housekeeping department in a hotel? Why is it crucial for guest satisfaction in the Indian hospitality context?	[5] 3	2
Q.3(b)	Explain how the Front Office department acts as the 'nerve centre' of a hotel. Mention two key tasks it performs during check-in and check-out in Indian hotels.	[5] 3	3
Q.4(a)	Define 'distribution channel' in the context of the hospitality industry. Why is it essential for hotels in India?	[5] 4	2
Q.4(b)	What is a Global Distribution System (GDS)? How does it help an international chain like Marriott manage reservations across its properties in India?	[5] 4	3
Q.5(a)	Name any five wings of the hospitality industry and briefly define one of them in context with India.	[5] 5	2
Q.5(b)	Evaluate the role of cruise tourism in India's hospitality landscape. What potential does it hold, and what challenges (e.g., infrastructure, awareness) limit its growth compared to global markets?	[5] 5	4

:19/11/2025:E