



Name: ..... Roll No.: .....

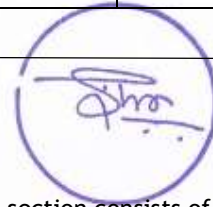
Branch: ..... Signature of Invigilator: .....

Semester: IVth / VIth Date: 30/04/2022 (MORNING)

Subject with Code: HM323 TOURISM MANAGEMENT

Marks Obtained	Section A (30)	Section B (20)	Total Marks (50)

INSTRUCTION TO CANDIDATE



1. The booklet (question paper cum answer sheet) consists of two sections. First section consists of MCQs of 30 marks. Candidates may mark the correct answer in the space provided / may also write answers in the answer sheet provided. The Second section of question paper consists of subjective questions of 20 marks. The candidates may write the answers for these questions in the answer sheets provided with the question booklet.
2. The booklet will be distributed to the candidates before 05 minutes of the examination. Candidates should write their roll no. in each page of the booklet.
3. Place the Student ID card, Registration Slip and No Dues Clearance (if applicable) on your desk. All the entries on the cover page must be filled at the specified space.
4. Carrying or using of mobile phone / any electronic gadgets (except regular scientific calculator)/chits are strictly prohibited inside the examination hall as it comes under the category of unfair means.
5. No candidate should be allowed to enter the examination hall later than 10 minutes after the commencement of examination. Candidates are not allowed to go out of the examination hall/room during the first 30 minutes and last 10 minutes of the examination.
6. Write on both side of the leaf and use pens with same ink.
7. The medium of examination is English. Answer book written in language other than English is liable to be rejected.
8. All attached sheets such as graph papers, drawing sheets etc. should be properly folded to the size of the answer book and tagged with the answer book by the candidate at least 05 minutes before the end of examination.
9. The door of examination hall will be closed 10 minutes before the end of examination. Do not leave the examination hall until the invigilators instruct you to do so.
10. Always maintain the highest level of integrity. Remember you are a BITian.
11. Candidates need to submit the question paper cum answer sheets before leaving the examination hall.

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

**CLASS: BTECH  
BRANCH: ALL**

**SEMESTER : IV/VI  
SESSION : SP/22**

**SUBJECT: HM 323 Tourism Management (OPEN ELECTIVE PAPER)**

**TIME: 2:00 hours**

**FULL MARKS: 50**

**INSTRUCTIONS:**

1. The missing data, if any, may be assumed suitably.
2. Before attempting the question paper, be sure that you have got the correct question paper.

**Section A (Each question carry 01 mark)**

1. Who is responsible to upkeep the attractions of a destination?  
(a) Tourist, (b) Host community, (c) Government, (d) A & B
2. Expand the word UNWTO.
3. \_\_\_\_\_ was the pioneer of organized package tour.
4. "Accessibility, Accommodation, Amenities, Attractions, Activities" and what is the sixth important "As" of tourism?
5. Travelling from Singapore to Paris will come under which level of tourism?  
(a) Local Tourist, (b) Inter-regional Tourist, (c) Intra-regional Tourist, (d) None of these
6. Attractions of the destination area which are either natural (such as the climate or topography) refers as push factors.  
(a) True (b) False.
7. The origin of Sattriya classical dance is from which state of India?  
(a) Jharkhand, (b) Odisha, (c) Uttar Pradesh, (d) Assam
8. Sanchi Stupa is located in  
(a) Madhya Pradesh, (c) Karnataka, (c) Bihar, (d) Maharashtra
9. The famous India Gate was designed by  
(a) Le Corbusier, (b) Isha Khan, (c) Edwin Lutyens, (d) Zaha Hadid.
10. Grand Mercure is the famous brand of which chain hotel?  
(a) Accor Group, (b) Marriott Group, (c) IHG Group, (d) Aman Group
11. \_\_\_\_\_ are hotels in palaces/castles/forts/havelies/hunting lodges/ residence of any size built prior to 1950.
12. The composition is very rigid and fixed in Western music but the composition is flexible in India music.  
(a) True, (b) False
13. "Guest relation executive" is the important section of Housekeeping department.  
(a) True (b) False.
14. He is also known as "Man of the town" in a hotel.  
(a) Front Office Executive, (b) Lobby Manager, (c) Concierge, (d) Valet.

15. Banquets department is a major revenue area within \_\_\_\_\_.  
(a) Front Office, (b) Housekeeping, (c) Food & Beverage, (d) Sales & Marketing.
16. \_\_\_\_\_ is specialized in confectionary items especially cakes etc.  
(a) Chef Tournant, (b) Chef Patisserie, (c) Chef Rotisseur, (d) Chef Entremetier
17. \_\_\_\_\_ are those functions that create direct guest experience.  
(a) Managerial functions, (b) Line functions, (c) Staff functions, (d) Division functions
18. Busboy are important to do odd jobs for the \_\_\_\_\_ department  
(a) Front Office, (b) Housekeeping, (c) Food & Beverage, (d) Sales & Marketing
19. Expand the word PMS and GDS.
20. HRACC stand for.....  
(a) Hostel & Reservation Association Classification Counter, (b) Hotel & Reservation Association Classification Counter, (c) Hostel & Restaurant Association Classification Committee, (d) Hotel & Restaurant Approval Classification Committee.
21. A billing arrangement under which room charges include the guest room and all three meals; also called full pension or \_\_\_\_\_  
(a) European Plan, (b) Continental Plan, (c) Modified American Plan, (d) American Plan.
22. Expand the word FHRAI
23. The goods or services can't be stored for the future use or have short usage life is termed as\_\_\_\_\_.
24. In which type of accommodation Guests are owners?  
(a) Commercial hotel, (b) Bed and breakfast, (c) Timeshare condominium, (d) Residential hotel.
25. Worldspan is a \_\_\_\_\_  
(a) CRS system of Taj, (b) GDS, (c) Consortium of Hotels, (d) None of these.
26. Which state has the maximum number of heritage hotels in India?  
(a) Karnataka, (b) Maharashtra, (c) Rajasthan, (d) Uttar Pradesh
27. Which of the following is a private sector tourism organization in India?  
(a) TAAI, (b) ASTA, (c) PATA, (d) IATA, (e) None of these
28. The flagship hotel of ITDC located in Delhi is called \_\_\_\_\_.  
(a) The Leela, (b) The Ashoka, (c) The Maurya, (d) The Grand Maratha.
29. \_\_\_\_\_ is the person in charge of serving the wine in a hotel restaurant.  
(a) Bar man, (b) Concierge, (c) Sommelier, (d) Wine server.
30. The place in a hotel where alcoholic beverages and snacks are served is \_\_\_\_\_.  
(a) Coffee Shop, (b) Banquet, (c) Lobby, (d) Bar

**Section B (Each question carry 02 marks)**

II. Write short note on following:

- (a) Silk Route
- (b) Grand Tour

III. Write the difference between Hindustani and Carnataki music.

IV. Write the important travel motivators and barriers.

V. Write the important department of large five star hotel.

**Section C (Each question carry 05 marks)**

- I. Discuss the role of DMC in the tourism promotion in India
- II. Explain the Characteristics and Components of Tourism Industry.

**:::::30/04/2022:::::**