

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

**CLASS: BTECH / BARCH**  
**BRANCH: CIVIL/CHEMICAL/CSE/EEE/ECE/IT/MECH/PIE/ARCH**

**SEMESTER : IV**  
**SESSION : SP/2023**

**SUBJECT: HM323 TOURISM MANAGEMENT**

**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)	Explain the social, economic and cultural significance of tourism in order to reach sustainable growth.	[5] 1	1
Q.1(b)	Trace the evolution of tourism highlighting the major landmarks.	[5] 1	1
Q.2(a)	Illustrate the reason that tourism and hospitality are different than other consumer product.	[5] 2	2
Q.2(b)	Write an essay on Indian architecture and music in context with tourism.	[5] 2	2
Q.3(a)	Describe the role and responsibilities of Food & Beverage service department of a large scale hotel.	[5] 3	3
Q.3(b)	List the ancillary or support services of a large scale five star hotel along with the strategy to generate revenue.	[5] 3	4
Q.4(a)	Write short notes on (i) OTAs, (ii) Travel Agents, (iii) Consortium.	[5] 3	2
Q.4(b)	Discuss the functions and features of Global distribution system.	[5] 3	3
Q.5(a)	Differentiate between DMOs and DMCs. Discuss the role and responsibility of a DMC.	[5] 5	4
Q.5(b)	Justify that PCOs have major role in forex generation and brand management.	[5] 5	3

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