

BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI
(MID SEMESTER EXAMINATION SP/2023)

CLASS: BTECH/BARCH
BRANCH: ALL

SEMESTER : IV
SESSION :SP/2023

TIME: 02 Hours

SUBJECT: HM323 TOURISM MANAGEMENT

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)	Write the meaning and nature of Tourism.	[2] 1	1
Q.1(b)	Explain the types of tours with known places.	[3] 2	2
Q.2(a)	Explain the travel motivators & barriers.	[2] 1	2
Q.2(b)	Interpret the role of a travel agency in the tourism industry.	[3] 1	3
Q.3(a)	Expand the following words: (i) HRACC, (ii) FHRAI, (iii) TAAI, (iv) IATO	[2] 1	2
Q.3(b)	Discuss the unique characteristics of tourism and hospitality industry.	[3] 3	2
Q.4(a)	Write the essential features of transport in context with tourism industry.	[2] 2	2
Q.4(b)	Relate the various classical dances of India and tourism.	[3] 3	4
Q.5(a)	Distinguish between VFR and FAM Trips.	[2] 2	2
Q.5(b)	Explain the various types of accommodation.	[3] 2	2

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