

BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI
(MID SEMESTER EXAMINATION SP/2024)

CLASS: BTECH/BARCH
BRANCH: CSE/PIE/ARCH

SEMESTER :IV
SESSION : SP/2024

SUBJECT: HM323 TOURISM MANAGEMENT

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)	Define Tourism. Write the important constituents of Tourism.	[2] 1	1
Q.1(b)	Discuss the forms of tourism with suitable examples.	[3] 1	2
Q.2(a)	Explain the Six As of tourism.	[2] 2	2
Q.2(b)	Highlight the major landmarks of tourism during Industrial era.	[3] 2	2
Q.3(a)	Differentiate tourism and non-hospitality Industry based on their unique characteristics.	[2] 2	2
Q.3(b)	Write a short note on Indian music.	[3] 2	1
Q.4(a)	Distinguish between fair and festivals. Write important Indian fairs.	[2] 2	3
Q.4(b)	Write the major Indian origin hotel chains of India.	[3] 2	1
Q.5(a)	Discuss the importance of hierarchy in hotel industry.	[2] 3	2
Q.5(b)	“Front office is the mirror of the Hotel”, Justify.	[3] 3	2

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