

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

**CLASS: BTECH
BRANCH: CHEMICAL/CSE**

**SEMESTER : IV
SESSION : SP/2025**

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.
-

		CO	BL
Q.1(a)	Write the meaning and concept of tourism. Discuss the types of tourism.	[5] 1	1
Q.1(b)	Differentiate between an excursion and a tourist. Give the economic significance of tourism in today's scenario.	[5] 1	3
Q.2(a)	Dance and music do have the impact on tourism, discuss in context with Indian perspective.	[5] 2	2
Q.2(b)	Discuss the important characteristics of Hospitality Industry. Write the major International chain hotels name operating in India.	[5] 2	2
Q.3(a)	Write the significance of an organization structure in a hotel, give the various operational departments of a large scale hotel.	[5] 3	2
Q.3(b)	Front Office is a mirror of the hotel, justify the statement. Write the important activities of the in front office department.	[5] 3	3
Q.4(a)	Define Travel agent and tour operator. Write the functions and responsibilities of a tour operator.	[5] 4	2
Q.4(b)	Differentiate between a consortia and GDS. Write the important features and functions of a GDS.	[5] 4	3
Q.5(a)	Write an essay on DMCs. Highlight the important DMCs operating in India.	[5] 5	3
Q.5(b)	Define commercial food services. Discuss the types of commercial food services operated in India.	[5] 5	3

.....02/05/2025.....M