CB

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BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

EXAMINATION: JUNE - 2022

SEMESTER - I

		SEM Sub.: Fundamentals of Hos	IESTER - I mitality Management (RRA	(15-114)	
Date :- 24			Marks: 60	Time: 10.00 am to 12	2.30 pm
Instructions:		,			
		2) All questions are compu	Isory. SECTION - I		
		<u> </u>	SECTION - I		
Q. 1. Answer in Detail. (Any Two)					(20)
1.	-	the role of tourism infrastruct	ture in the tourism industry.		
	2. Elaborate on – Transport catering				
3.		explain the various travel put	-		
4.	Explain the classification of Hotels in India.				
Q. 2.		in brief (Any Two)			(10)
1.	Explain any 5 hospitality ethics for hospitality managers				
2.		e on - 5 A's of Tourism			
3.	Elaborat	e on - History of Travel in In-	dıa		
			SECTION – II		
Q. 3.	Choose the most appropriate option.				
1)		is the front of the house	area in hotel.		
	a) kitche		b) laundry		
2)	c) lobby		d) back office		
2)	is the back of the house area in hotel. a) restaurant b) shopping arcade				
	c) banqu	et hall	d) none of the abov	re	
3)	_	y industries to hospitality	,		
	_	oort catering	b) retail industry		
	c) indust	trial catering	d) all of the above		
4)		of industrial catering			
	,	at subsidized rates	b) cyclic menus		
5 \		A is correct	d) both A and B		
5)	a) food	ity industry includes compan	b) drink	rovides,	
		nmodation	d) all of the above		
6)	It costs f	five times more to find a new		isting one happy.	
,	a) true		b) false		
		imes true	d) sometimes false		
7)	Relations of hospitality industry with other industry includes				
ŕ	a) tourist	t information centre	b) travel agents		
	c) Only	A	d) both A and B		
8)	Holidays and travel associated with relaxation purpose is known as				
	a) sports		b) leisure tourism		
	c) pilgrii	mage tourism	d) business tourism	[

9)	Economic benefits of tourism are,					
	a) increased state and national revenues	b) employment generation				
	c) both A and B	d) none of the above				
10)	Types of tourism					
	a) leisure tourism	b) adventure tourism				
	c) neither A nor B	d) both A and B				
11)	Qualities of Hospitality Professionals	,				
	a) courteous	b) smiling				
	c) maintaining positive attitude	d) all of the above				
12)	Hospitality and tourism industry has,					
	a) food and beverage	b) lodging				
	c) both a) and b)	d) none of the above				
13)	Satisfied customers,					
	a) spend more	b) refer new clients				
	c) willing to pay higher prices	d) does all of the above				
14)	History of travel could be tracked through,					
	a) industrial revolution	b) railway age				
	c) automobile age	d) all of the above				
15)	Travel for health includes,					
	a) meditation	b) rejuvenation				
	c) therapeutic healing	d) all of the above				
16)	Tourism plays a major role in					
	a) earning of foreign exchange	b) promoting destination development				
	c) preservation of arts, culture and heritage	d) all of the above				
17)	Religious tourism is also known as pilgrimage tourism					
	a) true	b) false				
	c) sometimes true	d) sometimes false				
18)	What do customer want from hospitality industry					
	a) high price	b) high quality services				
	c) high variability in products and services	d) all of the above				
19)	The hospitality industry is complex as it covers wide range of,					
	a) locations	b) jobs				
	c) activities	d) all of the above				
20)	Hospitality ethics and standards					
	a) honesty	b) trustworthiness				
	c) commitment to excellence	d) all of the above				
Q. 4.	Case Study. (10					
	Elaborate on - any one Ecotourism tourist destination of your choice with the help of					
	following points,					
	1. Environment sustainability					
	2. Socio-cultural impact					