

**TILAK MAHARASHTRA VIDYAPEETH, PUNE**  
**BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)**  
**EXAMINATION: DECEMBER - 2022**  
**SEMESTER - I**

**Sub. : Fundamentals of Hospitality Management (BBA15- 114)**

**Date : 22/12/2022**

**Total Marks : 60**

**Time: 10.00am to 12.30pm**

- Instructions:** 1) All questions are compulsory.  
 2) Figures to the right indicate full marks.

- Q. 1. Choose the most appropriate option. (10)**
1. Qualities of Hospitality Professionals
 

a) courteous	b) smiling
c) maintaining positive attitude	d) all of the above
  2. Hospitality industry includes companies or organizations which provides,
 

a) food	b) drink
c) accommodation	d) all of the above
  3. The hospitality industry is complex as it covers wide range of,
 

a) locations	b) jobs
c) activities	d) all of the above
  4. Satisfied customers,
 

a) spend more	b) refer new clients
c) willing to pay higher prices	d) does all of the above
  5. Relations of hospitality industry with other industry includes
 

a) tourist information centre	b) travel agents
c) Only A	d) both A and B
  6. Purpose of travel includes,
 

a) business	b) pilgrimage
c) only A	d) both A and B
  7. Travel for health includes,
 

a) meditation	b) rejuvenation
c) therapeutic healing	d) all of the above
  8. Economic benefits of tourism are,
 

a) increased state and national revenues	b) employment generation
c) both A and B	d) none of the above
  9. Tourism infrastructure includes,
 

a) accommodation	b) food and beverage service
c) only A	d) both A and B
  10. MICE stands for
 

a) meetings, incentives, conferences & exhibitions	b) meetings, incentives, conferences & ideas
c) minutes, incentives, conferences & ideas	d) none of the above

- Q. 2. Write Short notes on (Any Three) (15)**
1. Elaborate on - History of Travel in India
  2. Elaborate on - 5 A's of Tourism
  3. Write a short note on – Sustainable tourism development
  4. Explain any 5 hospitality ethics for hospitality managers
  5. Write a short note on – Carrying capacity of a destination
- Q. 3. Answer in detail (Any Two) (20)**
1. List and explain the various travel purposes.
  2. Explain the classification of Hotels in India.
  3. Explain the role of tourism infrastructure in the tourism industry.
- Q. 4. Case study (15)**
- Elaborate on - any one tourist destination of your choice with the help of following points,
1. impact on environment
  2. impact on local community
-