

**TILAK MAHARASHTRA VIDYAPEETH, PUNE**  
**BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)**  
**EXAMINATION: DECEMBER - 2023**  
**SEMESTER – I**

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

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**Date : 15/12/2023**

**Total Marks : 60**

**Time: 10.00am to 12.30pm**

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- Instructions:** 1) All questions are compulsory.  
2) Figures to the right indicate full marks.
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**Q. 1. Choose the most appropriate option. (10)**

1. It costs five times more to find a new customer than to keep an existing one happy.  
a) true  
b) false  
c) sometimes true  
d) sometimes false
2. Travel for health includes,  
a) meditation  
b) rejuvenation  
c) therapeutic healing  
d) all of the above
3. Relations of hospitality industry with other industry includes  
a) tourist information centre  
b) travel agents  
c) Only A  
d) both A and B
4. Holidays and travel associated with relaxation purpose is known as  
a) sports tourism  
b) leisure tourism  
c) pilgrimage tourism  
d) business tourism
5. Hospitality ethics and standards  
a) commitment to excellence  
b) honesty  
c) trustworthiness  
d) all of the above
6. Features of industrial catering  
a) meals at subsidized rates  
b) cyclic menus  
c) only A is correct  
d) both A and B
7. .... is the back of the house area in hotel.  
a) restaurant  
b) banquet hall  
c) shopping arcade  
d) none of the above
8. Ancillary industries to hospitality  
a) retail industry  
b) industrial catering  
c) transport catering  
d) all of the above
9. Hospitality industry includes companies or organisations which provides.....  
a) drink  
b) accommodation  
c) food  
d) all of the above
10. ....is the front of the house area in the hotel.  
a) kitchen  
b) back office  
c) laundry  
d) lobby

**Q. 2. Write Short notes on (Any Three) (15)**

1. Elaborate on - 5 A's of Tourism
2. Write a short note on – Carrying capacity of a destination
3. Explain any 5 hospitality ethics for hospitality managers
4. Write a short note on – Sustainable tourism development
5. Elaborate on - History of Travel in India

**Q. 3. Answer in detail (Any Two) (20)**

1. Explain the classification of Hotels in India.
2. List and explain the various travel purposes.
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
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