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

EXAMINATION: MAY- 2024

SEMESTER - I

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

Date : 29/05/2024

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. (05)

1. Which of the following traits is essential for hospitality professional?
 - a) Technical expertise in a specific field.
 - b) Strong communication and interpersonal skills.
 - c) Proficiency in financial analysis.
 - d) Extensive knowledge of legal regulations.
2. Which of the following is an example of adventure tourism?
 - a) Medical tourism
 - b) Eco-tourism
 - c) Cultural tourism
 - d) Mountain biking tourism
3. Which of the following organizations is commonly responsible for assigning star ratings to hotels?
 - a) World Tourism Organization (UNWTO)
 - b) International Hotel Association (IHA)
 - c) American Hotel & Lodging Association (AH&LA)
 - d) Hotel Stars Union (HSU)
4. Which of the following is an example of an ancillary industry related to hospitality?
 - a) Transportation
 - b) Manufacturing
 - c) Education
 - d) Agriculture
5. Which of the following is NOT one of the 5 A's of tourism?
 - a) Attractions
 - b) Accessibility
 - c) Accommodation
 - d) Advertising

Q. 2. State True / False (05)

1. Adaptability is an important trait for hospitality professional.
 - a) True
 - b) False
2. Cultural tourism focuses on exploring local food and beverage traditions.
 - a) True
 - b) False
3. Event management is considered an ancillary industry related to hospitality.
 - a) True
 - b) False
4. The star rating of a hotel is solely based on its luxury and upscale amenities.
 - a) True
 - b) False
5. The 5 A's of tourism include Attractions, Accessibility, Accommodation, Amenities, and Ancillary Services.
 - a) True
 - b) False

Q. 3. Write Short notes on (Any Three) (15)

1. Define Hospitality and explain meaning of Hospitality.
2. Types of Tourism
3. Travel agents and tour operators
4. 5 A's of tourism
5. Concept of Sustainable Tourism Development

Q. 4. Answer in detail (Any Two) (20)

1. Traits of hospitality professional
2. Explain the “History of travel in India”.
3. Discuss the importance and scope of tourism.
4. Explain in brief the revenue generating operational departments and non-revenue generating departments.

Q. 5. Case study (15)

Title: The Interdependent Relationship between the Hospitality Industry and Other Industries

Introduction:

The hospitality industry plays a crucial role in the global economy and is closely intertwined with various sectors. This case study explores the relationship between the hospitality industry and other industries, highlighting their interdependence and the fundamental impact they have on one another.

Tourism:

The hospitality industry and tourism are intricately linked, forming a symbiotic relationship. Tourism serves as a major driver of the hospitality sector, as travelers require accommodation, food services, and entertainment during their visits. Conversely, the quality of hospitality services significantly influences a tourist's experience and satisfaction, which directly impacts destination popularity and repeat visits.

Transportation:

Transportation services, including airlines, railways, and car rental companies, are vital for the hospitality industry. Seamless connectivity and efficient transportation networks are essential in attracting visitors to destinations. Conversely, the hospitality industry relies on transportation services to facilitate the movement of tourists and business travelers, ensuring smooth arrivals and departures.

Food and Beverage:

The hospitality industry heavily relies on the food and beverage sector. Restaurants, cafes, and bars are integral parts of hotels, resorts, and other hospitality establishments. The quality and variety of food and beverage offerings significantly impact customer satisfaction and loyalty. Collaborations between the hospitality and food industries often result in innovative culinary experiences and mutually beneficial partnerships.

Event Management:

The hospitality industry and event management sector share a close relationship. Hotels and convention centers provide venues for conferences, meetings, weddings, and other special events. Event organizers depend on the hospitality industry to offer suitable spaces, catering services, accommodation, and event support. Simultaneously, hosting events contributes to the revenue and brand visibility of hospitality establishments.

Technology:

The advancements in technology have revolutionized the hospitality industry. Online booking platforms, mobile applications, and digital marketing strategies have enhanced customer reach and engagement. The hospitality sector relies on technology companies for software solutions, data analytics, and customer relationship management systems. In turn, the hospitality industry's demand for innovative technological solutions drives further advancements in the technology sector.

Retail:

The retail industry also shares a relationship with the hospitality sector. Hotels, resorts, and other hospitality establishments often house retail outlets, such as gift shops,

boutiques, and convenience stores. These retail outlets provide added convenience and generate additional revenue for both the hospitality and retail sectors.

Conclusion:

The hospitality industry is intricately connected to various other industries, forming a complex web of interdependence. The tourism, transportation, food and beverage, event management, technology, and retail sectors all rely on the hospitality industry for mutual growth and success. Understanding these interrelationships is essential for stakeholders in the hospitality industry to adapt to changing trends, foster collaborations, and provide exceptional guest experiences. By recognizing the symbiotic nature of these relationships, the hospitality industry can continue to thrive in a dynamic and interconnected global economy.

Questions:

1. How does the hospitality industry impact the tourism sector?
 2. What is the role of technology in the hospitality industry?
 3. How does the hospitality industry collaborate with the event management sector?
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