

TILAK MAHARASHTRA VIDYAPEETH, PUNE
BBA IN HOTEL AND TOURISM OPERATION
EXAMINATION: MAY – 2024
FOURTH SEMESTER

Subject : - Tourism Studies-IV (TS-514414)

Date: 20/05/2024

Total Marks: 60

Time: 10.00am to 12.30 pm

Instructions: 1) Each question carries equal marks.
2) Attempt any 06 questions

- Q. 1** a) Write a short note on – Use of GDS in travel industry. (05)
b) Elaborate on – Use of social media to communicate travel customers. (05)
- Q. 2** a) List and explain in brief – skills of travel professional to deliver good customer service (05)
b) How are strategy, structure and performance related in delivering service? (05)
- Q. 3** a) List down the step by step process of handling guest complaints. (05)
b) Elaborate on – Tools for implementation of empowerment of employees (05)
- Q. 4** Explain the Herzberg’s motivator – hygiene theory (10)
- Q. 5** List and explain the various points to consider for creating good customer relations. (10)
- Q. 6** Elaborate on – differences between Products, Goods and Services (10)
- Q. 7** What are the various sources of service failure? (10)
- Q. 8** a) Elaborate on – objectives of service (05)
b) Write a short note on – Importance of product knowledge for customer service skill. (05)
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