Sanjay Ghodawat University, Kolhapur

2019-20

Established as State Private University under Govt. of Maharashtra. Act No XL, 2017

Year and Program: SYBBA | **School of Commerce and Management** | **Management**

Course Code MBC 208 | **Course Title Introduction to Hospitality and Tourism Management** | **Semester –IV**

Day and Date Friday 27/12/19 | **End Semester Examination** | **Time: 3 hrs., Max Marks: 100** 2.30 pm to 5.30 pm

Instructions: 1) All Questions are compulsory.

2) Figures to the right indicate full marks.

		Marks	Level	COs
Q.1				
a)	True & False (Any 5 out of 6)	10	L1	CO1 CO2 CO3
	1) Hospitality industry is responsible for providing primarily food services but no accommodations.			
	2) Front Office Managers does not see all aspects of running a hotel.			
	3) Tour Operator combines tour and other components of tours to create holiday packages.			
	4) Accessibility is a means by which a tourist can reach the area where attractions are located.			
	5) Events attract tourists as spectator and also as participants.			
	6) Tour Guidesalso work in the travel industry.			
b)	Answer the short questions (Any 5 out of 6)	10	L1	CO4 CO5 CO6
	1) What are different types of leisure activities?			
	2) What is an event?			
	3) What are hospitality formalities?			
	4) What is tourism?			
	5) What is Global Gaming?			
	6) Define spa.			
Q.2	Solve/answer the following			
a)	Describe Tourism industry?	10	L2	CO4
	OR			
a)	Classify the factors affecting hospitality and tourism industry?	10	L2	CO5

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	b)	Explain in brief any one major department of a hotel.	10	L2	CO2
		OR			
	b)	With the help of suitable example describe a resort?	10	L2	CO3
Q.3		Solve/answer the following			
	a)	Construct the relationship ofTourism industry withHospitality.	10	L3	CO5
		OR			
	a)	Identify the characteristic of various tourism products.	10	L3	CO4
	b)	Differentiate between Travel Agent and Tour guide.	10	L4	CO4
		OR			
	b)	Demonstrate the impact of Science and technology on Tourism.	10	L3	CO6
Q.4		Solve/answer any Two			
	a)	What are parks? Give a suitable example of theme park.	10	L1	CO2
	b)	Discuss the various forms of convention centers.	10	L2	CO2
	c)	Organize the concept for event management in proper sequence.	10	L3	CO1
Q.5		Solve/answer any Two			
	a)	Explain the recent trends in Hospitality industry.	10	L2	CO3
	b)	Which are the recent trends in tourism sector?	10	L1	CO4
	c)	What are the link betweenhotel facilities and tourism Industry? Give a suitable example.	10	L1	CO5

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