

(89 & 91)

No. of

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SARDAR PATEL UNIVERSITY
F.Y. B.B.A (HM) Examination, Semester I
HM/TM Friday, 10th November, 2017
2 p.m. to 4 p.m.

UM01CBBH12:- Introduction to Tourism & Hospitality
UM01CBBT12

Total Marks: 60

Note: 1. Figures to the right indicate marks of the questions.

2. Answers should be precise and to the point.

- 1
 - a. What are the contribution of Ecotels to our environment. (8)
 - b. Explain the difference between Guest & Host. (7)

OR

What is an Organization? Explain the factors influencing the types. (15)
- 2
 - a. Discuss in brief the Elements of Tourism. (8)
 - b. Present the current scenario of the Hotel Industry with regards to the technology used. (7)

OR

 - a. Describe the Sports & Adventure tourism in your own words. (8)
 - b. Elaborate the functions of WTO. (7)
- 3

With the help of a flowchart explain the Organizational Structure of a star category hotel. (15)

OR

 - a. Explain the division of the accommodation sector. (8)
 - b. What are the components of Tourism? (7)
- 4
 - a. What are the scopes of Tourism? (8)
 - b. Name some leading persons of the hospitality industry along with their contribution.

OR

 - a. What is ICAO? (8)
 - b. Describe the Operational divisions of the hotel industry. (7)

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