

FIFTH SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2022
(Regular/Improvement/Supplementary)

BBA (OPEN COURSE)

GBBA5D03T: HOSPITALITY MANAGEMENT

Time: 2 Hours

Maximum Marks: 60

SECTION A: Answer the following questions. Each carries 2 marks.
(Ceiling 20 Marks)

1. What is lobby?
2. Define travel agency.
3. What is golf tourism?
4. State any 2 negative impacts of tourism on environment.
5. What is tourism demand?
6. Explain voluntourism.
7. What do you mean by sustainable tourism development?
8. Define film tourism.
9. List the four P's of marketing mix.
10. What do you mean by event management?
11. Who is a concierge?
12. List any two important functions of food and beverage division.

SECTION B: Answer the following questions. Each carries 5 marks
(Ceiling 30 Marks)

13. What are the components of hospitality industry? Explain.
14. Explain how natural landscape affects tourism and tourism activities of that place.
15. Describe the positive physical impacts of tourism.
16. Discuss the benefits of tourism planning.
17. What are the advantages and disadvantages mass tourism?
18. Explain job description of front desk agent.
19. Explain the functions of marketing organisations in hospitality industry.

SECTION C: Answer any 1 question. Each carries 10 marks

20. How customs and traditions of a country can be a tourism product? Explain with examples.
21. State the nature of security department and security system in a hotel.

(1 x 10 = 10 Marks)