

D5BBA2106

Reg.No.....

Name:

FIFTH SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2023
(Regular/Improvement/Supplementary)

BBA

GBBA5D03T: HOSPITALITY MANAGEMENT (OPEN COURSE)

Time: 2 Hours

Maximum Marks: 60

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

1. What is tourism pricing?
2. Comment on medical tourism.
3. What is international tourism?
4. Who are valid parking attendants?
5. What is reservation record?
6. Who are hat checkers?
7. What is destination branding?
8. Write an account on space tourism.
9. What is transient hotel?
10. Comment on ecotel.
11. Write a note on cultural tourism.
12. What is tourism - oriented products?

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

13. Explain job description of executive housekeeper.
14. Explain the classification of tourist.
15. What is the significance of tourism promotion?
16. Highlight the significance of climate in tourism.
17. Explain job description of front office cashier.
18. What are the factors affecting carrying capacity?
19. Write a note on two-star hotel.

SECTION C: Answer any *one* question. Each carries *ten* marks.

20. Write an account on the history of hospitality industry.
21. What are the principles of sustainable tourism planning?

(1 x 10 = 10 Marks)