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## UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

End Semester Examination, Dec 2019

Programme: BBA (Tourism and Hospitality )  
Course Name: Fundamentals of Hospitality Industry  
Course Code: TRAV 1003  
No. of page/s: 2

Semester – 1  
Max. Marks: 100  
Duration: 3 Hrs

<b>Section A (20 marks)</b> <b>Attempt all the questions</b>			
<b>Q.1</b> (a to J) carries <b>2 marks</b> each for correct answer.			
a)	During which year did the organized existence of the Indian hotel industry start to take shape ? (a) Colonial period (b) Modern era (c) Ancient era (d) Medieval era	(2*10=20 marks)	<b>CO2</b>
b)	Which of the following is required by a person to travel to a foreign country? (a) Passport (b) Visa (c) Foreign exchange (d) All of these		<b>CO1</b>
c)	Which of the following hotels cater to the needs of people who are on the move and need a stopover en route their journey? (a) Transient hotels (b) Business hotels (c) Motels (d) Airport hotels .		<b>CO3</b>
d)	_____hotels generally provide accommodation for a longer duration		<b>CO2</b>
e)	The settling of guest's bills at the front office is done by (a) reservations (b) reception (c) travel desk (d) bell desk		<b>CO2</b>
f)	Linen room, uniform room ,and sewing room are part of (a) front office department (b) housekeeping department (c) F&B service department		<b>CO1</b>

	(d) none of these .		
g)	For which type of information does the front office and housekeeping departments communicate with each other ? (a) Room status (b) security concerns (c) special arrangements (d) all of these		<b>CO2</b>
h)	The term <b>FIT</b> stands for _____		<b>CO1</b>
i)	The front office staff who transports the guest luggage at the time of check-in and check-out is known as _____		<b>CO1</b>
j)	Houseboats floating on the surface of Dal Lake in Kashmir is an example of which of the following ? (a) Downtown hotel (b) Motel (c) Floatel (d) Suite hotel		<b>CO2</b>
<b>SECTION B (20 Marks)</b> <b>Attempt any 4 question, each question carries 5 marks only</b>			
1	Discuss the importance of seasonality for a destination.	<b>(5*4= 20 marks)</b>	<b>CO 3</b>
2	Discuss the role of front office in a hotel .		<b>CO 2</b>
3	What is the relevance of brochure? What points would you consider while designing an effective marketing brochure?		<b>CO 4</b>
4	Discuss the importance and role of media in the marketing of tourism products.		<b>CO 2</b>
5	Discuss the various types of tourist accommodations. Elaborate supplementary accommodations in India with suitable examples.		
<b>SECTION C (30 marks)</b> <b>(Attempt any 3 question, each question carries 10 marks only)</b>			
1	How does a tour escort prepare for a tour? Write the important things to take care of, while planning a tour.	<b>(3*10= 30marks)</b>	<b>CO 4</b>
2	Discuss the importance of monuments in promotion of heritage and cultural tourism.		<b>CO 2</b>
3	What role does infrastructure play in developing a tourist destination and community development? Cite relevant example		<b>CO 4</b>
4	Define tourism .What are the characteristics of tourism ?		<b>CO 3</b>
<b>SECTION D (30 marks)</b> <b>(Attempt both the question, each question carries 15 marks only)</b>			

Q1.	How should dance and music be effectively marketed as a tourism product? Explain with the help of appropriate example of Khajuraho dance festival .	<b>15</b>	<b>CO4</b>
Q2.	Write a detailed note on Pilgrimage tourism in India. What travel tips would you like to give to your friend if he/she is planning to visit Mata Vaishno Devi shrine .	<b>15</b>	<b>CO4</b>